

improving DATA WAREHOUSE performance

the COMPANY

The commercial finance division of a diversified Fortune 10 company developed an affinity credit card data warehouse application to serve their marketing and risk departments. The system rapidly grew into a mission-critical application supporting both internal groups and external customers, affinity credit card issuers, who receive analyses from the data warehouse as part of their service contract.

the CHALLENGE

Slow Performance Impeded Customer Service and Business Productivity

Ultimately over 600 business analysts ran increasingly large and complex queries against the data warehouse. These queries degraded performance, impacting user productivity and slowing customer access to their affinity card business reports. The data warehouse data refresh processes were suffering from performance problems as well, reducing availability for all users. Given these problems, the company decided they needed to assess overall system usage and capacity to determine if they needed to upgrade their IT infrastructure. However, the company had no way of analyzing actual user query behavior or assessing its impact on system performance and resource consumption. The company also had no way of controlling inefficient or inappropriate query behavior, which they suspected was occurring.

the teleran SOLUTION

Teleran's Application Management Solution was deployed to provide visibility on data warehouse usage and performance issues and to enable the company to apply the appropriate system adjustments, deploy user management controls and to help project system capacity growth requirements to improve performance and efficiency. With Teleran's solution the company:

- Continuously tracked user, application and database activity to identify usage patterns that degraded database throughput and query performance
- Pinpointed inappropriate, wasteful user behavior that reduced efficiency and performance
- Analyzed data usage to highlight database model improvements that increased query performance
- Prevented inappropriate and resource wasting queries
- Guided users with real-time automated messages to be more efficient using the shared resource
- Stopped user queries that were slowing up the data refresh processes

the teleran BENEFIT

- Increased average query response time by 45%
- Extended system capacity by 25%, avoiding need for system upgrade
- Saved over \$1 million in server and storage costs in first year of Teleran deployment
- Improved affinity card customer response time and service levels



SUMMARY

Teleran's Application Management Solution provided the facts to enable this company to quickly identify problem users and reports that negatively impacted query performance, user productivity and customer service. It allowed the company to isolate performance issues and take corrective action including application and database tuning, and deploying real-time user control policies. The control policies prevented performance degrading user behavior and guided users to interact more efficiently and responsibly with the data warehouse.

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