

## Archiving Assessment Case Study

### Large Credit Card Company

- Credit card division of large multi-national company provides affinity credit cards for large retailers including Home Depot, Best Buy and others
- Company operated numerous data warehouses and databases supporting marketing, risk, other departments and affinity credit card customers

### Challenges

- The company's databases grew rapidly in volume and number as new customers were acquired, creating data sprawl and driving up data management, storage, and processing costs
- Company sought to better understand data usage and execute an effective Information Lifecycle Management program to lower data storage costs and ensure optimal access and service levels for the most business-critical data

### Solution – Archiving Assessment

- Teleran conducted 45 day Archiving Assessment with the Company, delivered using its proprietary assessment software and professional services
- Tracked and analyzed data usage patterns to classify little used or never used data for archiving or retirement
- Identified how business users and customers consumed the data, creating a business context for making effective storage and archiving decisions
- Quantified significant cost savings and ROI from moving forward with archiving and data retirement project

### Business Benefits

- Justified project with a 340% 3 year ROI with payback in less than 7 months
- Reduced data management costs by 8%
- Lowered data security and compliance risks by reducing exposure of little used or never used data
- Improved overall performance and efficiency of large business-critical and customer-facing database applications

### Contact Us

For more information about Teleran Assessment Solutions visit [Teleran.com](http://Teleran.com) or call +1.973.439.1820.