

## DataMirror Constellar Hub EAI Solution helps Energis connect with customers

---

### INDUSTRY

TELECOMMUNICATIONS

---

### BUSINESS APPLICATION

ENTERPRISE APPLICATION INTEGRATION  
DATA WAREHOUSING

<sup>DataMirror®</sup>  
Constellar® Hub

Formed in 1993, Energis plc has grown rapidly through acquisition and organic growth. Although it is one of the top 100 largest companies in the UK, its market presence extends into continental Europe and beyond. Serving over 51,000 business sites, Energis is recognized as one of the world's most innovative providers of e-Business and telecommunications solutions. For corporate customers such as Boots, the BBC, Dixons Freeserve and Eurostar, the telecommunications technology employed by Energis is undoubtedly a major attraction. But Energis understands that how it uses information technology is an equally important factor in providing a first rate service.

---

With help from DataMirror Constellar Hub, Energis has implemented a company-wide data warehouse that promises to further improve the Company's reputation in an intensely competitive market.

---

Advances in technology and deregulation across the world have introduced a host of new telecommunications services and a wide choice of suppliers that only ten years ago would have been unimaginable. At the forefront of the revolution is Energis.

### The Problem

Energis appreciates that the effective use of information can help optimize resources, minimize costs and therefore provide more efficient service to customers. Similarly, information is the raw material of customer service; by collecting and acting upon the most up-to-date and accurate information, Energis can better understand and respond to customer needs.

It was on this basis that, in March 1999, Energis embarked on a project to bring together disparate sources of information across the organization in order to create a single, unified resource which could be easily accessed by decision makers. The main objective of Energis' Business Information (BI) Program is to enable Energis to maximize its market position and revenue potential through customer knowledge. The program aims to do this through the liberation of information from the domain of operations and into the hands of all business users. Energis decided that the best way to achieve its goals would be to implement a corporate-wide data warehouse that would incorporate heterogeneous data from billing systems, customer reference systems and other associated applications. These included the Company's key ERP application from JD Edwards and IBM's DB2 EEE database on RS/6000.

### The Solution

Energis selected DataMirror Constellar Hub to provide the means to populate

its data warehouse by moving, transforming and integrating data between its heterogeneous environments and business objects to deliver information to users' desktops. DataMirror Constellar Hub is a leading Oracle-based enterprise application integration solution that empowers organizations to rapidly integrate any combination of applications.

The eight-phase project has been estimated to take between 24 and 36 months to complete. This timeframe gives a fair indication of the scale of the project which, when finished, will see the Hub providing the focal point for all new and existing systems, ensuring rapid transfer of information and the easy integration of systems gained through Energis' corporate acquisition strategy.

## The Benefits

As soon as the project's first phase – Retail Revenue – was completed, Energis quickly witnessed tangible benefits including faster reporting, better financial analysis and the ability to view business performance both in detail and on a group-wide basis. Energis believes that DataMirror Constellar Hub is destined to greatly improve the Company's ability to understand its customer needs and therefore enhance customer service. The solution has already allowed for programs to be put in place to investigate customer churn, increase customer loyalty and exploit new avenues for revenue generation. Furthermore, month-end reporting which used to take six weeks to complete now takes only one day.

## Conclusions

With help from DataMirror Constellar Hub, Energis has implemented a company-wide data warehouse that promises to further improve the Company's reputation in an intensely competitive market.

As each successive phase of the BI Program is undertaken, further benefits will accrue. As well as enhancing Energis' ability to bring together existing systems, DataMirror Constellar Hub has given the Company a stable infrastructure to which new systems – either developed in-house or introduced as part of its acquisition strategy – can be integrated as a single entity.

The pace of change in the telecommunications industry continues unabated. Developments in technologies and shifting customer preferences dictate that the most successful suppliers of the future will be those who cope with change most effectively. With its BI Program underway, Energis with help from DataMirror Constellar Hub is set to consolidate its position at the vanguard of the telecommunications revolution.



DOWNLOAD



EVALUATE



IMPLEMENT

DataMirror software is available  
on-line at [datamirror.com](http://datamirror.com) or call  
1-800-362-5955

**DataMirror**<sup>®</sup>

Integrate your data. Anywhere. Anytime.