

## Extreme DI Acceleration

GLOBAL TELECOMMUNICATIONS COMPANY minimizes revenue loss by cutting inventory & billing time by 88%

A top telecommunications company needed to convert and migrate more than one terabyte of telephone numbers, phone inventory data, and activation records from its existing system to a new one. This data needed to be converted and normalized in the old system first, implementing complex business rules, so that it could be efficiently used in the new environment, consisting of an HP9000 800 series with 8 CPUs.

After several dry runs of the more than 100 processes using Informatica and C++ to convert the data to the new application, the company estimated the project would take a week to complete. The time factor was of critical importance: during the conversion/migration process, all retail stores would have to be shut down. This meant that every hour could cost the company millions of dollars in lost revenue.

The company decided to speed up the process by using DMExpress technology to perform all of the sorting, summarization, joining for lookups, and conditional processing and transformation of the data.

Syncsort's DMExpress technology was used as a replacement for Informatica in over 95% of the processing, which cut the overall elapsed time by 88%. As a result, the project, which the company had anticipated would take one week to complete with just Informatica and C++, was finished in less than 20 hours. The company was thus saved from a potentially heavy loss of revenue, something that would have certainly happened if the stores had been closed for an extensive period of time to accommodate the project.

### INDUSTRY

- Telecommunications

### CHALLENGE

- Convert inventory and billing information from an old system and migrate to a new one
- Significantly reduce retail store shutdown time in order to minimize revenue loss

### SOLUTION

- Implement DMExpress Technology to accelerate processes

### BUSINESS VALUE

- Prevented revenue loss by keeping retail stores open
- Reduced data processing time by 88%

## About Syncsort

Syncsort is a global software company that helps the world's most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.