



Data Migration Case Study

Background:

TalkTalk was launched in 2003 offering fixed line services and in 2006 offered free broadband. TalkTalk is now the third largest provider in the UK with 17% market share and an 11% share of the telephony market. The company's unbundling programme is on schedule with 1619 TalkTalk exchanges and 1024 AOL exchanges successfully unbundled.

The Business Challenge:

Following the purchase by Carphone Warehouse of the AOL Broadband UK Business, a transition programme was required to separate the UK AOL business from the US AOL systems and infrastructure. This business was then to be integrated into the UK based CPW systems and networks. This was a significant project for AOL including the development of new operational systems and its underlying network, it was also necessary to migrate all the 2.4 million customers from AOL Inc systems to UK CPW CRM, Billing and network provisioning systems to complete the programme.

CPW recognised the complexity of the overall tasks which were also time constrained by both the purchase agreements and also the business desire to keep moving and developing new business. It was therefore critical for all parties that the transition completed on time to allow CPW to build on and develop the business it had acquired. For these reasons CPW engaged Clarity Integration to define and deliver its migration strategy for the CRM and Billing data and to setup the project to complete this very important part of the programme.

The Solution:

The scope of the migration project covered the initial Migration Strategy definition and agreement, the analysis and requirements definition, the development of the solution and the subsequent execution of each migration event. Clarity Integration used its proven Migration methodology to define the Migration strategy, to collect and define the key business requirements for Migration, carry out a data mapping and profiling exercise and develop the Migration architecture. Cut-over planning and business impact analysis were critical to ensure that the proposed migration event would not create significant post migration issues for the business.

With testing and critical dress rehearsals completed, the migration of the customers was completed on time and to budget with all target customers moved and managed by CPW systems, allowing CPW to complete the AOL transition programme and focus its activities on growing and developing this very strong Broadband ISP company.

Business Value:



The benefits that have been realised by AOL Broadband from Carphone Warehouse include:

- The migration was delivered faster than other companies who have purchased AOL Customer data, reducing business impacts
- The project was delivered before the agreed programme extension thresholds to prevent significant penalty costs
- AOL Broadband from Carphone Warehouse now own the data and are able to identify promotional opportunities to market to specific customers
- AOL Broadband from Carphone Warehouse is now managing all AOL Broadband customers from one system, reducing parallel operation costs

Why Clarity Integration?

Clarity Integration was recognised as the right team for this project because of our experience within the Telecoms sector, our migration methodology that ensures business and technical aspects of migration are addressed and our proven ability and skills to undertake the whole project from strategy development to completion. Our team was selected because of their knowledge of different operating systems and their dedication to fulfilling the project requirements. Finally our proposal and engagement demonstrated good value for money for Carphone Warehouse.

Clarity Integration:

Clarity Integration is an Information Management Consultancy and Systems Integrator that helps organisations increase the value they are getting from their existing data and by utilising our experience and capabilities in Data Migration Business Intelligence and Information Delivery.

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