



ClearView™RM Case Study



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Background:

Hargreaves Lansdown is one of the leading providers of investment management products and services to private investors in the UK. During their 25 years in business, they have placed investments for over half a million clients. They have more than 350,000 active clients and as at 30th June 2007 held £10.2 billion of assets under administration on behalf of private investors.

The Business Challenge:

Hargreaves Lansdown recognised that in becoming a publicly quoted company (in May 2007), the City would need re-assuring that the Financial Data that they were providing was both accurate and consistent over time. At the same time, there was a need to drive the marketing activities, which had been fundamental to the success of the business to date, much harder.

They realised that a Data Warehouse was the solution and set out to find an independent organisation that could make recommendations on the most effective “solution” whilst at the same time, making recommendations on the most appropriate technology set.

Proposals were invited from several companies following which, Clarity Integration was engaged to complete a Project Initiation exercise which would define the Business Objectives and Goals, complete Requirements Gathering and Prioritisation, review Data Sources, develop a Delivery Roadmap and complete a High Level Design.

The Solution:

Clarity Integration introduced their ClearViewRM™ tool to the Hargreaves Lansdown team with the objective of encouraging consistency to the requirements gathering process together with productivity savings in both the requirements gathering activity itself and the subsequent development phase.

The use of ClearViewRM™ enabled the joint team to capture and record all requirements both quickly and accurately. Using the MOSCOW priority representation (Must have, Should have, Could have and Won't do now), the report produced by ClearViewRM™ was immediately available for review by the sponsors and end-users.

At the same time, the team quickly produced a first-cut estimate of time and cost, which were used to develop the Business Case for the Data Warehouse solution which was presented to the Finance and Marketing sponsors.

Business Value:

Ian Scullion, Programme Delivery Manager at Hargreaves Lansdown said *“The value of ClearViewRM™ became clear quite quickly – our team found it extremely intuitive and they learned how to use it swiftly. Requirements were captured once and could be shared and reviewed by the whole team (i.e. Business Users and IT). We can already see that the quality of the requirements will ensure greater accuracy in the development phase which in turn, will result in a shorter development timescale.”*

Why Clarity Integration?

David Redbond, IT Director at Hargreaves Lansdown said *“We chose Clarity Integration because they clearly demonstrated that they are specialists in the whole area of Data Warehousing and the use of Information, and they gave us confidence that they could work well and effectively with the IT team and the Business team.”*

Clarity Integration:

Clarity Integration is a specialist IT 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 Business Intelligence and Information Delivery.

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