

Innovate customer experience with data analytics and automation

PA's data analytics and automation expertise helped the client free up IT and data teams to work on projects to build its business, rather than bootstrapping manual data processes.

The challenge

The client has a wealth of customer data stored in 10 disconnected tables in SAP. Each table was 3-5 TB in size. The client needed to streamline and speed up its analytics processes for business users to create their own analytics to gain a greater insight to respond to its customers needs.

The solution

PA developed a data operation strategy to determine which data should be analysed and automated to generate a final, easy-to-use and rapidly accessible table. We developed an entity relationship schema to describe the attributes in the new table and how they would be linked using BigQuery. In Cloud Composer, we trained the data pipeline to run on a schedule to automate the customer data process.

The results

The client's business users now have up-to-date data for customer segmentation, marketing and sales, and reporting. The self-service and visualised analytics in minutes instead of weeks has created a competitive advantage. The client is better able to personalise marketing, delivering the target content and interactions to enhance its services to grow its business.

“ The impact has been profound. Our business users are now becoming analytics experts. We can now innovate the customer experience at pace with Google Cloud, thanks to PA's data analytics and automation expertise. ”

James Bradshaw, Senior Manager Data Engineering, Inmarsat



About INMARSAT PLC

World leader in providing global mobile satellite communications. The company's services save lives and provide connectivity in remote and challenging environments.

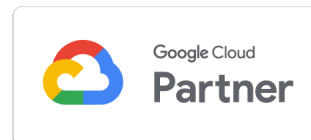
Industry: Telecommunications

Primary project location: United Kingdom



About PA Consulting Services Ltd

Multi award-winning Google Cloud Premier Partner specialising in cloud migration, application development, data analytics, and machine learning.



Products

Google Cloud Platform