**Business Case Studies:
Alarm Security Company**

Background

Our client, a national leader in commercial and residential security systems, found itself in a position where it was extremely difficult to view and later analyze monthly customer information. At issue were parallel billing systems through which monthly data was processed. Merging the data of the two systems in an efficient, timely way was a logistical and technical challenge because the systems were quite dissimilar (not to mention separated geographically).

The company also needed to communicate a number of different messages to several types of customers. Segments representing new customers, recently lost customers, customers in the process of moving and customers in need of additional services needed to be identified and marketed to in effective, timely ways. There was also a need for a "back end" reporting mechanism to observe and to validate the different marketing strategies.

SSS Solution

SSS designed a customer marketing data mart that first tackled the issue of integrating the two, very different customer billing systems. Processes were designed and deployed which pulled relevant data from each system, cleansing and validating it thoroughly as it flowed into the data mart.

SSS worked closely with the marketing personnel at the client to identify significant customer segments that warranted differently articulated marketing approaches. These segments each represented distinctly different marketing opportunities that the new marketing data warehouse would make available for exploitation.

The delivered marketing data warehouse system is hosted at SSS' offices in Richmond, Virginia, and is available to the client in a secure VPN environment.

Outcome

Today, almost three years later, the organization routinely tailors marketing programs for each of the identified segments and uses the system's strong reporting functionality to observe and measure the performance of these programs.

Additionally, senior management of the company can now be provided with robust reporting which effectively ties the two accounting systems together in a transparent and seamless way.