



The Computerworld Honors Program

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Final Copy of Case Study

LOCATION:
Dublin, CA, US

ORGANIZATION:
Kodak Imaging Network (KODAK Gallery)

YEAR:
2011

ORGANIZATION URL:
<http://www.kodakgallery.com>

STATUS:
Laureate

PROJECT NAME:
Project PULSE

CATEGORY:
*Business
Responsiveness*

PROJECT OVERVIEW

In 2008, The Kodak Imaging Network (KODAK Gallery) needed to address the very labor intensive data collection and dissemination work it was doing to support its businesses in North America and Europe. Within these geographies there is a multiplicity of languages and currencies. Serving all these different needs to make information available in the appropriate currency (in the euro on the Continent, for example, the pound in Britain and the dollar in Canada) and language in the old data warehouse meant that the Enterprise Reporting team at KODAK Gallery was doing a lot of manual work to deliver reports to various business groups within Kodak. In addition to this challenge, the company had to account for eight years of stored data history and needed to accommodate new data coming from its updated website powered by ATG technology. The best solution was to have it all in one place. To respond to this need, the team set out to streamline disparate data systems and find a way to simplify the currency and language issues to deliver information faster and more accurately – ultimately giving better visibility to the entire organization. Over 14 months through September 2009, the team embarked on Project Pulse. In the end it wound up building an entirely new data warehouse. KODAK Gallery worked with Sybase, Microsoft and Business Objects technologies to replace the company's entire data warehousing infrastructure. The resulting solution has not only improved accessibility to information, it has also delivered significant savings to Kodak Gallery. Today Kodak is able to assemble a large amount of information (10 to 15 gigabytes of text) on a daily basis and this number continues to grow. One of the business benefits Kodak has realized with the new data warehouse is its ability to compress data. It has experienced compression rates in the ratio of 10:1, saving data storage resources. By implementing the Business Objects functionality, Kodak can produce reports based on the data. In the end, Kodak created a more user friendly, less expensive system. Another benefit of Project Pulse is the ability to deliver reporting to business and marketing groups in the U.S., Europe and Canada. This allows them to track the effectiveness of marketing initiatives in real time and enables them to make better and faster business decisions.



SOCIETAL BENEFITS

In an era where knowing your customers needs is the key to success, Project Pulse has enabled KODAK Gallery to better align with its customers needs, respond quickly in a competitive market and develop satisfaction and loyalty with its customer base.

PROJECT BENEFIT EXAMPLE

KODAK Gallery is reveling in the power of Project Pulse. After it was deployed, the Enterprise Reporting team was able to notice an increase in the efficiency of the company's Epiphany CRM system. This was directly due to the pre-processing of data that was performed in Pulse prior to sending the data to Epiphany. Better data quality into Epiphany was leading to better reporting out of Epiphany. Moreover, KODAK Gallery was able to consolidate the CRM and the analytics to provide the data feeds from a single data warehouse source. It made sense to have Pulse as the single data source. This consolidation, driven by the Sybase IQ data warehouse engine, made Kodak more efficient and also saved costs by eliminating a lot of the work and maintenance previously needed to maintain separate systems. Additionally, Project Pulse has delivered multiple other benefits: • Kodak Gallery can now do more with less • Marketing groups have better visibility to customers • IT system that is specific to Kodak Gallery needs • System is considerably easier to use • Flexibility to develop real-time reports and enable users to access the system and develop their own reports • Easier data integration with parent company data Project Pulse has positive effects that can be felt throughout the KODAK Gallery organization. For example, Reggie B. on the U.S. Marketing Team comments, "I love it. You guys don't know how refreshing, cool, and amazing it is to have immediate access to metrics like this. This is great." Marissa M., on the European Operations team states, "Pulse contains way more information than the previous reporting system used to have, and for this I am very much helped by this tool. In fact, we are able to track day-to-day business result by locale by product based on the data from Pulse."

IS THIS PROJECT AN INNOVATION, BEST PRACTICE? Yes

ADDITIONAL PROJECT INFORMATION

A significant side benefit is that while KODAK Gallery overall has grown in size, the Enterprise Reporting team has not grown. During the development of Project Pulse there were four members on the team and nine members in the Infosys team in Bangalore, India. Today there are still four members of the team and one team member in Bangalore. While the team has not needed to grow to handle all that it does, the team has also not experienced any turnover since it began working on Project Pulse. This is quite significant in Silicon Valley, California, where IT job turnover is very high.