

## Comcast Cable

(Formerly AT&T Broadband; MediaOne; Continental Cablevision)

### *The Situation*

Comcast wanted to know which of their cable TV subscribers should be targeted for cross-selling (telephone/voice; internet/data) or up-selling (premium subscriptions; pay-per-view events). Furthermore, they wanted to know which types of advertising campaigns were most effective — which sales and marketing initiatives yielded the highest ROI.

### *The Challenge*

Most customer data resided in a subscriber management system called Cabledata. This system was exceedingly “un-open” in that it stored data in a proprietary, non-relational file system, with no data export or change tracking capabilities. Furthermore, franchises or companies that Comcast had acquired over the years often used other subscriber management systems for some or all of their subscriber base.

### *The Response*

A data warehouse was designed and built that contained all of the data elements involved in tracking and measuring the various dimensions of a subscriber: purchases; profitability; churn; etc. The data warehouse was then loaded with subscriber data from each of the subscriber management systems. The data load required

both a bulk load of data at a point in time, as well as on-going nightly updates/inserts of all changed/added data. This “internal” data was augmented with “external” demographic data, which provided indicators of spending capacity, price sensitivity, etc.

### *The Result*

Integra\* extracted all relevant subscriber data from the various subscriber management systems — both in bulk and via a changed-data-capture process. Data was loaded into a data warehouse, and then moved into data marts for many of Comcast’s functional groups (marketing, customer service, finance, etc.). The data marts were designed as star schema and implemented using the MicroStrategy ROLAP toolset, which displayed key performance indicators at a summary level (their so-called “Daily Flash”) and allowed users to drill down to the individual transaction level of detail.

### *The Technology*

Oracle, PL/SQL, MicroStrategy, GoldenGate, UNIX shell scripting

*\*Integra’s predecessor company, Database Technologies, performed this work.*



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