

The Situation

Kraft Foods targets selected markets for magazine drops. In return for free magazine subscriptions, selected households agree to reply to a survey and supply feedback to Kraft. The feedback is used by Kraft to track the effect that magazine's content has on product purchases. Kraft accumulated data from different sources and created several spreadsheets that contain data on the results of these magazine drops. Kraft needed to report on this information and give decision makers online access to the results.

The Challenge

The initial challenge was to collect all of the data (there were many spreadsheets and some Power Point Decks) and load it into a unified and consistent repository, commonly referred to as a "Data Mart". The data then needed to be represented via a set of reports and graphs. Lastly, Kraft needed to view these reports and graphs online.

The Response

Integra was brought in to help with several phases of the project. We started by designing a logical model of the Data Mart, which was verified by the end users. The physical implementation of the Data Mart was then built in Microsoft SQL Server 2000. Integra then assisted in getting all data sources into flat, text files, in the proper format, so that the data could be loaded into the Data Mart. We then wrote a series of extract, transform and load (ETL) routines, which moved the data from the format and location of its source (text files) to its destination (Data Mart). Seventeen reports and eight graphs were specified, documented and written. Veridiem took this output and hooked it into their online Marketing Resource Management (MRM) system for Kraft.

The Result

Kraft Foods now has a Data Mart that:

- Contains comprehensive and consistent program (magazine drop) data
- Displays contextual information through a variety of reports and graphs
- Is accessed through their existing Veridiem MRM system (via the Internet)
- Can readily scale to handle any number of programs (magazine drops) and any volume of data

The Technology

Integra used several "off-the-shelf" technologies to accomplish the goal. ERWin and Visio were used to assist in the modeling of the database. Data Definition Language (DDL) scripts were created from the model to build the objects in a SQL Server database. The ETL transformations used SQL Server's Data Transformation Services (DTS). A series of 11 DTS Packages were created to load the data from flat files into the Data Mart. These packages are organized into 3 main calling packages to ensure easy and fast loading and re-loading of data. Error handling, error reporting, and auditing are all recorded in log files and in database tables. Reports and graphs were created using Crystal Reports 9 Designer. Finished reports were then loaded into Seagate Software's Report Application Server. Veridiem accesses these reports through their online product which runs in a Microsoft .NET environment.