The commercial finance division of a diversified Fortune 10 company developed an affinity credit card data warehouse application to serve their marketing and risk departments. The system rapidly grew into a mission-critical application supporting both internal groups and external customers, affinity credit card issuers, who receive analyses from the data warehouse as part of their service contract.

**the COMPANY**

The company: Teleran Technologies, Inc.

333A Route 46 West
Fairfield, NJ 07004

www.teleran.com

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**improving DATA WAREHOUSE performance**

**the COMPANY**

Teleran’s Application Management Solution was deployed to provide visibility on data warehouse usage and performance issues and to enable the company to apply the appropriate system adjustments, deploy user management controls and to help project system capacity growth requirements to improve performance and efficiency. With Teleran’s solution the company:

- Continuous tracked user, application and database activity to identify usage patterns that degraded database throughput and query performance
- Pinpointed inappropriate, wasteful user behavior that reduced efficiency and performance
- Analyzed data usage to highlight database model improvements that increased query performance
- Prevented inappropriate and resource wasting queries
- Guided users with real-time automated messages to be more efficient using the shared resource
- Stopped user queries that were slowing up the data refresh processes

**the teleran SOLUTION**

- Increased average query response time by 45%
- Extended system capacity by 25%, avoiding need for system upgrade
- Saved over $1 million in server and storage costs in first year of Teleran deployment
- Improved affinity card customer response time and service levels

**the teleran BENEFIT**

- Slow Performance Impeded Customer Service and Business Productivity
- Continuously tracked user, application and database activity to identify usage patterns that degraded database throughput and query performance
- Pinpointed inappropriate, wasteful user behavior that reduced efficiency and performance
- Analyzed data usage to highlight database model improvements that increased query performance
- Prevented inappropriate and resource wasting queries
- Guided users with real-time automated messages to be more efficient using the shared resource
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**SUMMARY**

Teleran’s Application Management Solution provided the facts to enable this company to quickly identify problem users and reports that negatively impacted query performance, user productivity and customer service. It allowed the company to isolate performance issues and take corrective action including application and database tuning, and deploying real-time user control policies. The control policies prevented performance degrading user behavior and guided users to interact more efficiently and responsibly with the data warehouse.