

Courtesy of Delta Community Credit Union



Delta Community Credit Union Sees 300% Return on Investment in Data Warehouse Automation

Industry:

Financial Services

Location:

Atlanta, Georgia

Employees:

1,000

Solution:

WhereScape® RED, WhereScape® 3D,
Teradata Data Warehouse Appliance

Highlights:

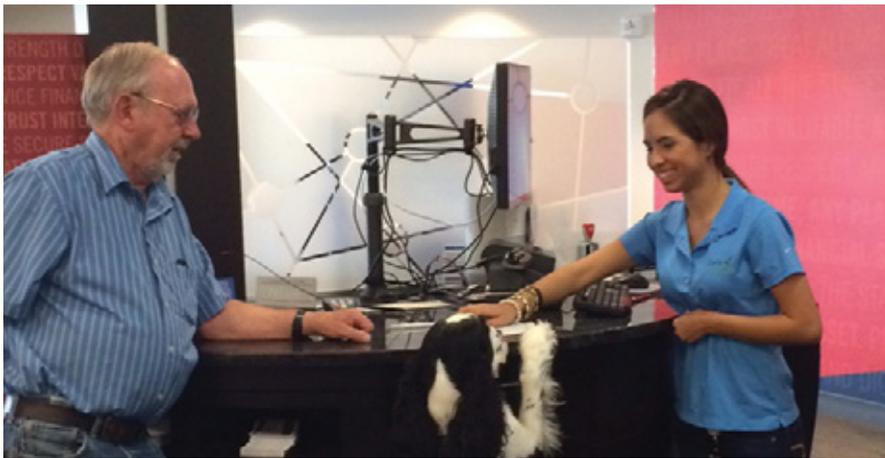
- Replaced spreadsheets with an enterprise data warehouse that now serves 150 users across 25 departments
- Automated the design and delivery of new data warehouse solutions that take advantage of Teradata processing power
- Provided a single, holistic view of the customer from 20 different data sources

“With WhereScape, our design and development is highly automated, with less than five percent custom code. The low total cost of ownership and the return on investment of 300 percent more than justifies our investment in WhereScape.”

— Su Rayburn, AVP of Information Management and Analytics, Delta Community Credit Union

One of the top 25 largest credit unions in the U.S., Delta Community Credit Union was founded in 1940 by eight employees of Delta Air Lines. It's now Georgia's largest credit union with more than \$5 billion in assets and 27 branch locations. In addition to serving Delta Air Lines employees, the Credit Union now welcomes residents and employees of businesses located in 11 metro Atlanta counties and employees of more than 150 other businesses.

As a not-for-profit financial institution, Delta Community's mission is to help members get more out of their finances throughout their lives. To do that, the credit union needed to get more out of its data.



Courtesy of Delta Community Credit Union

“Most of our data lived in spreadsheets and we didn’t have a central repository. A small group of spreadsheet ‘wizards’ would bring all the data together, prepare it, manipulate it, and produce reports.”

Challenge: Replace spreadsheets with an enterprise data warehouse

Before Su Rayburn, AVP of information management and analytics, joined Delta Community, the business was experiencing a great deal of pain related to using the Credit Union's data assets effectively. “Most of our data lived in spreadsheets and we didn’t have a central repository,” says Rayburn. “A small group of spreadsheet ‘wizards’ would bring all the data together, prepare it, manipulate it, and produce reports.”

To gain a holistic view of its more than 360,000 members, the Credit Union decided to build an enterprise data warehouse. Delta Community invested in a Teradata Data Warehouse Appliance and purchased an enterprise reporting tool, MicroStrategy, but then realized that it didn’t have a single technology that would enable it to take the data from various repositories and sources and construct a holistic view. As Rayburn puts it, “It was more of a build-it-and-they-will-come approach.” The team spent a year designing and developing the first portion of the data warehouse with little to show for its effort.

When Rayburn was hired, the executive team and other business stakeholders were getting impatient. “The business needed the data warehouse yesterday,” says Rayburn. “And it didn’t have a large budget because of the initial investment in the data warehouse technologies.” Rayburn knew that she and her small team of three would need to show immediate results.

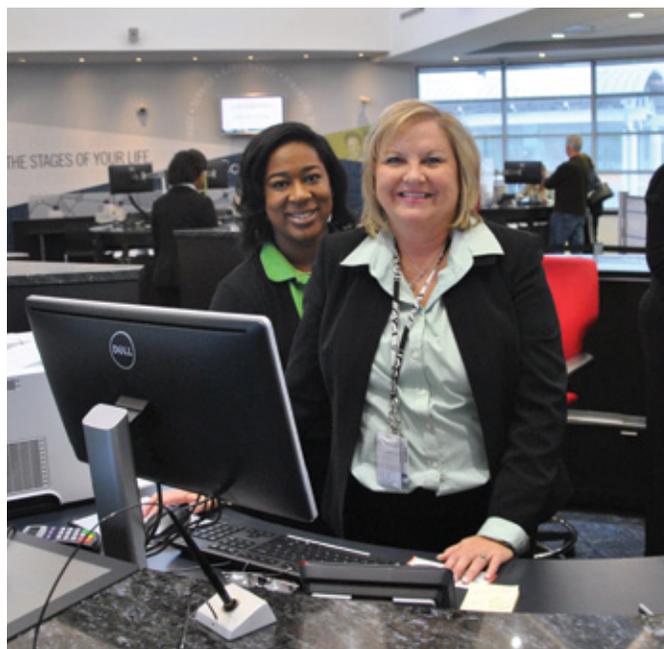
Solution: Accelerate time to value with automation

Rayburn knew that there was something missing in the data warehouse approach at Delta Community and realized that a data warehouse automation tool was the answer. She began looking for a solution that would enable her team to take a collaborative, agile approach with the business and automate much of the data warehouse process to accelerate delivery of solutions.

After looking at several vendors, Delta Community chose WhereScape automation software. “WhereScape RED was the only solution that would really let us take advantage of the massively parallel processing power of Teradata,” says Rayburn. “And because it automated nearly everything, we could stretch every dollar in our budget.”

Delta Community used WhereScape RED to quickly build a Teradata data warehouse with a limited staff and budget that immediately delivered business value. WhereScape RED rapidly created Teradata native objects, including tables, models, views and indexes, as well as set-based procedures to load the data warehouse. Rayburn’s team also utilized WhereScape’s rich metadata layer to integrate its MicroStrategy reporting environment.

After its initial successes in accelerating the delivery of data warehouse solutions to the business, the Credit Union also adopted WhereScape 3D to automate planning, design, and testing of its solutions.



Courtesy of Delta Community Credit Union

“WhereScape RED was the only solution that would really let us take advantage of the massively parallel processing power of Teradata. And because it automated nearly everything, we could stretch every dollar in our budget.”



Courtesy of Delta Community Credit Union



Courtesy of Delta Community Credit Union

Results: Delivery of a full view of the customer with a 300 percent ROI

The enterprise data warehouse began delivering value to the Credit Union almost immediately. Starting with a membership analytics project focused on growth and attrition, Rayburn and her team quickly moved on to deposit portfolio performance and business lending projects—all delivered within a nine-month timeframe after deploying WhereScape RED.

Rayburn's team didn't stop there. Today the data warehouse integrates 20 different data sources and includes the entire set of master customer information. "We now know what products and services the member has, how members transact, what they buy, and where they go," says Rayburn. "We have a single view of the customer that serves 25 different departments across the business."

The data warehouse has also grown exponentially in users and usage. "We had five users when we started and we now have 150 active users," says Rayburn. "I credit our

success with being able to establish a true partnership with the business that is based on the visibility and transparency that WhereScape helps us bring to projects."

Five years into using WhereScape, Rayburn still appreciates the high level of productivity it gives her small team. "With WhereScape, our design and development is highly automated, with less than five percent custom code," she says. "The low total cost of ownership and the return on investment of 300 percent more than justifies our investment in WhereScape."

About WhereScape

WhereScape helps IT organizations of all sizes leverage automation to design, develop, deploy, and operate data infrastructure faster. More than 700 customers worldwide rely on WhereScape automation to eliminate hand-coding and other repetitive, time-intensive aspects of data infrastructure projects to deliver data warehouses, vaults, lakes and marts in days or weeks rather than in months or years. WhereScape has global operations in the USA, UK, Singapore and New Zealand.

WhereScape.com