

# Case study - Publishing



## Data Services

Operational Data Integration in support of ERP implementation  
Harvard Business Publishing

### Business Objective & Challenge

The client was in the process of implementing an entirely new platform for managing their business across the enterprise. The overarching objective was to provide a more effective platform for operating the business moving forward. Along with this the client had a keen desire to better understand their customers. The overall platform was designed to provide several key elements of capability toward that end.

- Provide a single source of customer data and activity across the organization.
- Provide flexibility to enable new business capabilities.
- Consolidate functionality currently distributed across multiple applications.
- Create an architecture that will scale to support future growth.

### Collaborative Solution

Collaborative led the client's implementation of an enterprise application suite including a new eBusiness platform, new data management infrastructure and new MDM solution. The Collaborative team consisted of 15 members at the height of the project. The largest part of the team was focused on data integration. A third party configured EBS. Our roles were:

- Solutions Architecture- lead the overall solution design of a largely new application platform (Oracle eBusiness Suite, Oracle DBMS, Redhat Linux)
- Data Integration Architecture- architected and led the design and development of over 100 data conversions and ongoing batch integrations in Informatica. Data Integration designers and developers implemented data integration processes.
- Program Management- defined and implemented a PMO structure for a 35 member team
- Master Data Management - Configured the application and adjusted business processes to optimize MDM as a core enabler of a consolidated view of customer (B2B, B2C) and vendor
- Organizational Change Management - Ensured the client's preparedness for corresponding organizational and process change management
- QA Management- created and implemented the QA strategy, supporting the client in validating business critical functions

### Results

- Created an enterprise data integration platform with proven flexibility to incorporate new functionality rapidly
- Implemented a new solution platform in 12 months that was extended to support 4 new websites over the next 8 months
- Successfully deployed applications that covered order management to finance
- Enabled a single view of customer across multiple business groups and functions including sales, marketing and customer service.