

## Cendant

*When Vincent Kellett was chartered with rebuilding a floundering data warehouse, he paired the Trillium Software System® with Informatica to get the job done right. Now the data warehouse, which holds data from nine different hotel chains, is a thriving hub, serving multiple user communities, creating new opportunities daily, and standing as an architectural model for the enterprise as a whole.*



**CENDANT**



### Project Type

Data Warehouse Reconstruction

### Industry

Lodging

### Challenges

Integration with Informatica  
Real-Time Precision Matching  
Data Matching and Standardization

### From Money Pit to Gold Mine

A multibillion dollar organization, Cendant has acquired numerous companies throughout the hospitality, financial services, travel services and real estate industries. With a single source of integrated information at the heart of its business model, Cendant's Hotel Group needed to create a more accurate and timely data warehousing process.

Seldom has data warehouse reconstruction been more obviously needed than when Vincent Kellett was hired as Data Warehouse Director in the Cendant Hotel Group. Five years after its launch, the data warehouse was generally avoided. More people maintained the system than used it. Three caretakers labored to fix the unfixable—a suspect system held together with strings of handwritten code. The system lagged weeks behind in loading, its records consistently stale before end users ever saw them.

Warehouse output was so unreliable that the system's sole user, a marketing employee, was reluctant to use the data and would not share it with his own user groups.

## Success Story

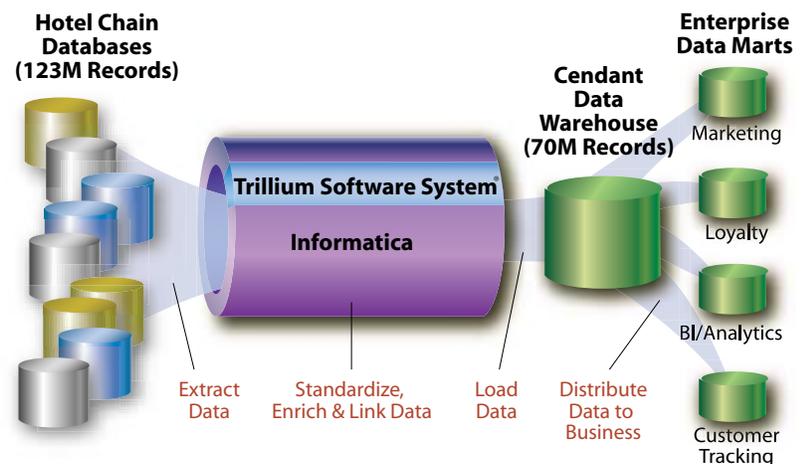
Other potential users had also rejected the data warehouse due to its poor data integrity and general inaccessibility. Kellett acknowledged the users' perception: "The data quality was terrible."

### A Host of Challenges

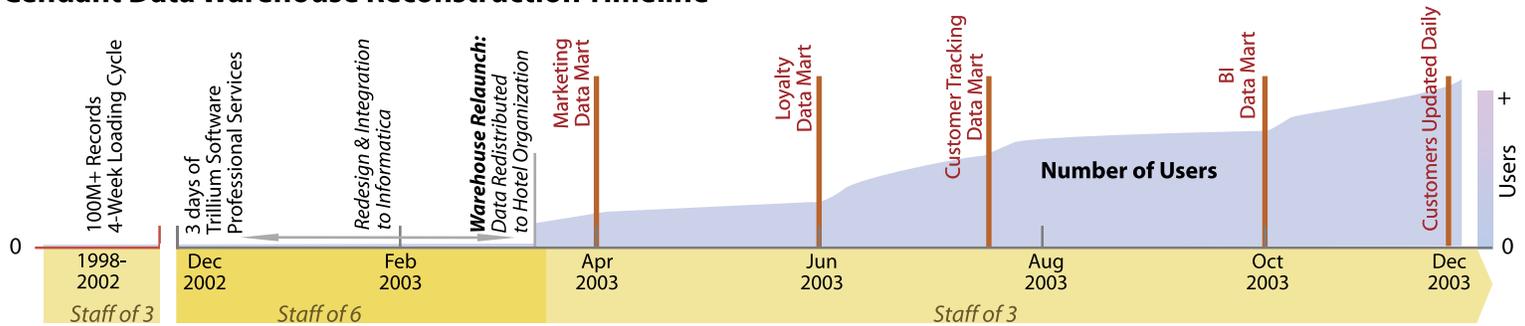
The Cendant Hotel Group is one of the world's largest franchisors of hotels. It owns some of the most recognizable brands in the travel industry, including Super 8, Ramada, Days Inn, Travelodge, and Howard Johnson. Integrating the databases from Cendant's nine hotel chains into a data warehouse made redundancies and errors inevitable.

The data warehouse held information for more than 6000 locations and almost half a million rooms. Although the probability that a guest of one chain had stayed with another was high, Cendant was unlikely to recognize this connection across more than 100 million records. It could not accurately create distinct guest views. Varying data formats and fields, non-parallel data requirements, and data entry errors degraded data quality. This made the data warehouse the least hospitable user resource around.

### Creating the Cendant Data Warehouse



## Cendant Data Warehouse Reconstruction Timeline



### A Winning Pair

To reinvigorate the ailing data warehouse, Vincent Kellett started from scratch. After choosing Informatica to move data from its original sources into the data warehouse, Kellett sought a data quality solution. He needed one that would work seamlessly with Informatica and Cendant's diverse systems and could be easily learned by the staff. In addition, Cendant needed a solution that offered real-time and batch processes. The Trillium Software System® met all of Kellett's criteria and more: out of the box, it provided hands-down the best cleansing and matching capabilities he had seen.

Using the Trillium Software® Data Quality Connector for Informatica, Kellett and his team easily added data quality to Informatica processes. "We were pleasantly surprised at how short a period of time it took to integrate the Trillium Software System into our system and Informatica. We thought it would take 6 to 9 months, but the initial integration only took 3 weeks and we were completely up and running in 90 days."

### A Welcome Change

Today the Cendant Hotel data warehouse is a thriving hub that populates four data marts and serves countless initiatives, not only in the hotel group but throughout the Cendant enterprise. The data warehouse fuels a major cross-brand loyalty marketing program. Meanwhile, the four-week loading cycle that had burdened the staff for years has been reduced to 24 hours.

Having established a classic data warehouse, Kellett and his team built data marts with optimized data sets for specific user groups. One of the data marts is dedicated to an enterprise-wide loyalty program. Kellett and his team rely on Trillium Software Preci-

sion Matching functionality to link customer names to stored account information in real time, eliminating the need for customers to present loyalty cards or even know their account numbers to earn and redeem loyalty points. The Trillium Software System matches customer names to account numbers on the back end. In fact, even if a guest fails to mention her membership in the loyalty program, activity is tracked and credited to the customer's account. In these days of innumerable loyalty programs, matching customers without cards is a truly valuable mark of service and hospitality.

Another data mart gives the Cendant management team a much deeper understanding of customers by integrating reservation data with length-of-stay data. Prior to the reconstruction, the hotel group tracked only customer stays in hotels. With the new data warehouse, management can match all types of customer activity and track patterns, such as how people make reservations, how far ahead they make them, and whether they stay as long as intended.

The remaining two data marts serve company-wide marketing and business intelligence needs. With these repositories, Cendant implements cross-brand marketing programs based on integrated customer data.

### Technology Delivers Direct ROI

Looking to leverage its multiple acquisition and consolidation efforts, Cendant's strategy is to use technology to reduce costs and increase revenue. Their investment in the Trillium Software System fits that strategy. In one year, the solution more than paid for itself by reducing the number of records Cendant submitted to outsourced National Change of Address (NCOA) processing.

### Blueprint for the Future

The revived data warehouse is now an example for the greater Cendant enterprise. "The goal is to elevate our architectural model to the corporate level," says Kellett. The project marks the beginning of a company-wide effort to share the gold mine of information such an organization contains in its repositories for cross-selling, marketing analysis, CRM, and business intelligence initiatives.

### A Nice Place to Visit

Vincent Kellett champions the value of data now available in the warehouse. It's not an easy sell to users who were disappointed by the first data warehouse's lack of acceptance. Having already established 4 dedicated data marts, however, Kellett remains optimistic that more user groups will come to see the data warehouse as a source of great opportunities, and, so finding, will revisit it again and again.

### About Trillium Software®

*Dedicated to increasing the value of information across organizations, Trillium Software®, a division of Harte-Hanks, is the most trusted provider of technologies for Total Data Quality. Today, more than 1400 companies world-wide use the Trillium Software System® and Trillium Software Discovery to turn raw, chaotic data into usable, valuable information through continuous global data profiling, cleansing, enrichment, and monitoring.*