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You Wanted It When? Case Study of a Successful Installation of SAS® Customer Intelligence 5.1 in Two Weeks

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ABSTRACT

How do you get your users to use your product? LISTEN TO THEM!

It has been a painful process to support my users, who were more comfortable writing Base SAS® code to do campaign extracts than compile campaigns in SAS® Marketing Automation (4.3). This was due to the fact that our existing environment was extremely slow which frustrated the users on a daily basis! However, the new SAS® Customer Intelligence (5.1) installation has converted the users and now they cannot wait to use the new application.

This presentation will reveal how to successfully install SAS Customer Intelligence 5.1 in a short amount of time (2 weeks). This was a major overhaul of an environment (SAS Marketing Automation 4.3) which took almost 2 years to implement.

I will discuss the problems faced in the SAS Marketing Automation 4.3 installation and highlight the factors which led to the SAS Customer Intelligence 5.1 installation being completed on time and below the expected budget.

The old and new architecture and processes will be demonstrated.

No paper was submitted for publication.

CONTACT INFORMATION

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