Enbridge Satisfies Customer Needs Using Ascential's DataStage® XE/390

< Enbridge Inc. >
Distribution and Services Division

Satisfying customer needs begins with understanding them—an information-driven capability that Enbridge Distribution and Services today employs with distinction in the energy, distribution and services marketplace.

Enbridge needed a fast, effective way to support the finance and marketing departments to leverage consumer data to win new business. Previously using hand-coded programs to access hundreds of gigabytes of sales, rental, billing, operational and contract data, Enbridge sought a reliable, cross-platform alternative that could flexibly extract and transform data from its IBM OS/390 mainframe and departmental HP UNIX systems and load it to its Oracle data warehouses.

After an extensive search, Enbridge found the ideal solution in Ascential's DataStage® XE/390, an industry-leading solution that supports both client-server and mainframe environments in a single data integration platform. Incorporating data quality assurance capabilities, DataStage XE/390 consolidates, collects and centralizes data from various heterogeneous mainframe data sources using native COBOL generation in a single design environment.

Using DataStage XE/390, Enbridge cut its warehouse development time by up to 50 percent and now consolidates mainframe and UNIX data in two separate Oracle-based HP UNIX data warehouses. Most of all, the Ascential solution provides the quality customer information the energy company needs to support its business.

"To arm Enbridge with the power to grow our businesses, we needed a solution to reliably aggregate UNIX and mainframe-based data on customer preferences," said Hugh MacMillan, Enbridge's database administration manager. "With DataStage XE/390, we confidently deliver the data users require to sharpen Enbridge's competitive edge."

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> HUGH MACMILLAN, Enbridge's database administration manager

COMPANY FACTS

Enbridge Inc., Distribution and Services Division

Headquarters:	Toronto, Canada
Core Business:	Provider of natural gas and retail energy services and products
Business Need:	Robust data integration and business intelligence infrastructure to support innovative marketing strategies and market expansion efforts
Technology Solution:	Ascential's DataStage XE/390
Results:	Speedy integration of complex mainframe records containing customer activity into enterprise data warehouses; immediate, user-friendly access to marketing reports for enhanced customer service and increased profitability

Ascential™
Software

Profit from Intelligent Information™

Leveraging Customer Data - better business decisions and better ROI

DataStage XE/390 has transformed Enbridge's information management routines into a smooth and speedy data integration process. Every week, the robust Ascential solution, including NatWorks' ADABAS-extraction add-on, effortlessly transforms and loads DB2, ADABAS and Oracle-based strategic business files into the organization's two information warehouses. By using a single development interface to manage both their mainframe and UNIX data sources, Enbridge's IT staff quickly builds graphical jobs to extract data via native APIs for Oracle sources, checks data quality and loads Oracle-based warehouses on HP UNIX.

"DataStage XE/390 assists us in delivering a significant level of information to our business users from both mainframe and client/server environments," said MacMillan. "The Ascential solution's flexibility, scalability and reliability enable us to fully leverage consumer data and ensure Enbridge's continued success."

DataStage XE/390's ability to support complex data transformations assists the Enbridge companies in mapping out next-generation marketing strategies. Using Brio reporting tools to access detailed sales and cost analysis data within their warehouse, finance and marketing staff now generates reports that bolster the company's customer acquisition efforts. Market development analysts will use Brio to query their warehouse and create precise reports that drive improved marketing and customer service activity.

Additionally, DataStage XE/390 is increasing the productivity of Enbridge's developers, noted MacMillan. "DataStage XE/390 significantly reduces the burden of hand coding custom data integration jobs while giving users the on-demand access to information that they require."

Robust Information Management

Enbridge chose Ascential's DataStage XE/390 for its price/performance and superior capacity for mainframe extractions, as compared to two leading competitors. The Enbridge team was won over by the Ascential solution's scalable support for the company's data warehousing endeavors, as well as opportunities in other data conversion and integration activities, including significant use in an enterprise financial system.

Residing on an Oracle-based HP UNIX server, the Ascential solution initially collected close to 300 gigabytes of Enbridge's pre-existing financial and consumer behavior data from existing Oracle, DB2 and ADABAS databases. DataStage XE/390 consolidates and enhances this data with new aggregate values and strategic business analysis measures before loading it onto the two data warehouses. Today, the Ascential system repeats the consolidation process and loads the data warehouses with new and updated customer and operations records.

NEEDS
> A flexible and robust data integration solution to seamlessly consolidate both mainframe and UNIX-based customer billing and usage data into enterprise warehouse solutions to support marketing initiatives and fuel growth

> A scalable, easy-to-use product to affordably accommodate anticipated growth and data integration needs

SOLUTIONS
> DataStage XE/390 ensures efficient and reliable consolidation, collection and centralization of complex mainframe and UNIX-based customer data into two target data warehouses

BENEFITS
> Simplifies delivery of critical consumer data into two easily accessible data warehouses

> Ensures delivery of accurate customer data to facilitate revenue generating opportunities through informed marketing and sales strategies

> Reduces development time by up to 50 percent

About Ascential Ascential Software Corporation offers the industry's only scalable enterprise integration solution that spans the entire data life cycle: data profiling, data quality management and cleansing, end-to-end meta data management and data extraction, transformation and loading. Ascential's Enterprise Integration Suite enables businesses to achieve the fastest time-to-value for their strategic enterprise applications, to have the highest confidence in the data they use to drive revenues and profits, and to continuously realize more value and ROI from their data assets and IT systems. Headquartered in Westboro, Mass., Ascential has offices worldwide and supports more than 2,100 customers in such industries as telecommunications, insurance, financial services, healthcare/life sciences, media/entertainment, manufacturing and retail. For more information on Ascential Software or a list of our international offices, visit our website at: **www.ascentialsoftware.com.**

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