Oracle Cloud @ Wiggle. Inc

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Oct 01, 2017

ORACLE

Description of Challenges

Technology
- Access and integration of data/applications due to a large portion of internal data and technology comes under a managed service agreement. Data access, ingestion,

Business
- Big as a data concept has been hard to digest for the business meaning buy-in and support hasn't been easy
- The business are clear on what they want but are not clear how or where to get it
- Understanding of the technology and what it delivers
- How it co exists with the current platforms and recent investment made in DWH and BI

Why Oracle

Our strategic objectives involve greater data agility and increased time to market for our data products. The business know 'what' they want but shouldn't be concerned with the 'how'. We therefore needed a product that could be stood up quickly, integrate seamlessly, scale at ease and be performant - enabling us to meet the needs of the business.

In summary we chose Big Compute:

1. Integrates with our existing Oracle technologies and architecture, creating greater interoperability and security
2. Cloud service removed large amount of setup time and internal resource/admin, provides the flexibility in scaling
3. Ability to handle the variety of data we need and at pace
4. Impressive training through Oracle University
5. Managed service allows us to focus on what matters

Benefits

- Improve customer: Acquisition, Conversion & Retention
- ETL Offload
- Digital marketing
- Greater personalization & recommendation
- Time to market
- Modern data architecture

Lower
TCO

Benefits

We expect to see two types of benefits (1:Technical and 2: Business), across key business functions, Buying & Merchandising, Marketing (Insights, Digital Marketing, Content, CRM Pricing) Finance, Operations and Customer Services.

TECHNICAL BENEFITS

1. ETL Offload: Reduce load and increase DW performance (ETL ->ELT) i.e. pricing
2. Reduce TCO across applications/process/resource (i.e. 3rd party)
3. Reduce Technical debt by removing legacy applications only holding historical data (i.e. legacy ERP's)
4. Create an Enterprise Data Platform to support the move to ML, AI, and IoT
5. Improve Data Migration and Integration capabilities
6. Support GDPR compliance through greater architecture, visibility and security of personal data
7. Ability to bring in a greater variety of data sources: GA, Adwords, Open Source, Facebook, Strava., Logs, Transactional, Video, Plain Text, etc.
8. Integrate productionised data to external tools such as SFDC, Silverpop, Marin, premium partners, etc.
9. Single source of all data driving accuracy, protection, lineage, compliance and project efficiency
10. Reduce rogue databases and report proliferation and the cost and inaccurate information this creates that incurs
11. Deliver 'Hot' and 'Cold' data architecture
12. Improve analytic capabilities and consumption for end users through self-serve, mobile and greater visualisation

BUSINESS BENEFITS

1. Improve Customer: Acquisition, conversion and retention
2. Improve in-house data insight capabilities
3. Drive digital marketing
4. Facilitate full 'Product Database' (full history, large datasets previously unamanagble)
5. Ability to analyse new new business models i.e. subscription services
6. Predictive modelling to support buying, ranging i.e. seasons, brands, yellow t-shirts
7. Greater Personalisation (leading to competitive advantage)
   a. Customer segmentation
   b. Deeper, richer information on our customers
   c. Depth and variety of History:buying, online social behaviour, browse behaviour
   d. Improve messaging relevance
   e. Prediction - what will be the next best action for you (customer)
8. Analyse performance for the customer at each step of their journey
9. Uncover new information from our data i.e. identify new prospects within our customer db
10. Increase: Sales, New customers, Avg. order value, Reactivation, Decrease: Lapsed Customers
11. Model 'look-a-like views in our data - help identify new/undiscovered prospects
12. Identify next best actions for customers - new brands, products, sizes, if you bought this then you might want to buy this
13. Sales predictions, recommendation, dynamic pricing, product perf model, customer geo loc analysis,
14. Ability to develop true Data Science capability (Data Exploration)
15. Facilitate quicker time-to-market for data products
16. Working with cutting technology and data is a benefit with recruitment