

Data Analysis & Infrastructure Account Information



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Executive Briefing

Due to competition, Wild West needs to increase long distance revenues. They have decided that in order to do so, they need the ability to track long distance message level data and do analysis on that data.

Key Strategic Goal:

- Attract new long distance service customers and retain existing long distance service customers.

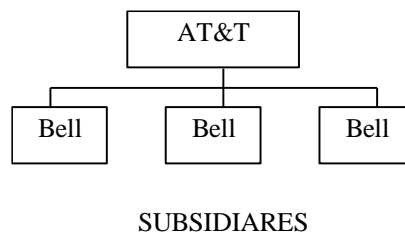
You have been selected as the Data Analyst who will help design and implement the long distance tracking Solution and are invited to review this briefing document to learn background information about the user requirements.

Telecommunications Industry

History

The first commercial telephone company was founded in the late 1800s by Alexander Graham Bell; we know it today as AT&T.

Through the early 1980s, the Bell family of AT&T subsidiaries provided local and long distance telephone services.



In 1983, AT&T was found to be a monopoly by the Federal courts.

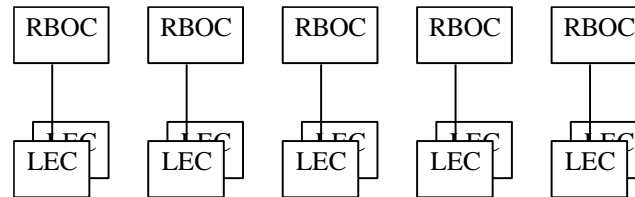
AT&T was forced to divest its subsidiaries, and was no longer able to provide local telephone service.

The market for long distance services was also opened up by the court's decision.

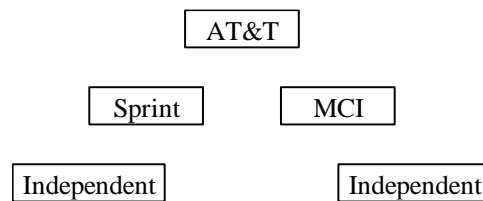
Current Organization

Local telephone service is now provided by Bell companies called Local Exchange Carriers (LECs), or by independent local telephone companies.

The Bell LECs are owned by 5 regional Bell Operating Companies (RBOCs).



Long distance service is provided by a long distance carrier, such as AT&T or its recent competitors.



Major Business Functions

- Service
 - Long Distance
 - Local Service
 - Operator Services
 - Installation & Repair
 - Discount Packages
 - Credit Cards

- Product Manufacturing
 - Business Systems (PBXs)
 - Residential / Consumer Equipment
 - Network / Switching Equipment

- Product Sales / Leasing

- Research and Development

- Data Collection

The data collection function involves gathering message data that is collected at the local switches.

- Billing

- Support Functions
 - Financial Management
 - Marketing
 - MIS

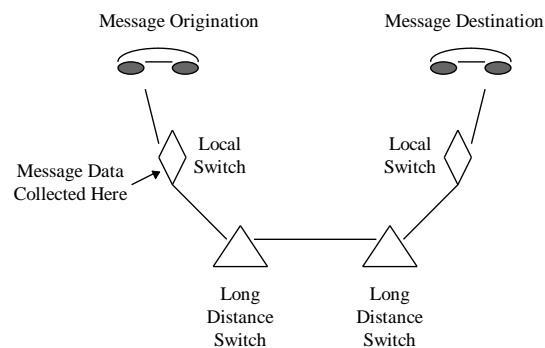
Terminology

Message A single telephone call and its associated data gathered via the switch and billing systems.

Switch The hardware that enables physical routing of a message. It also records detailed message data.

The LECs own and manage local switching offices and local switching equipment. Any given local phone number is associated with only one local switch.

The Long Distance carriers own and manage toll switching offices and long distance switching equipment. Long distance switches are placed in strategic locations, enabling various possible routes for any given long distance call.



Long distance companies pay the LECs for use of the local switching equipment to route calls to the long distance switching network.

Billing Telephone Number (BTN) The billing account number for both residential and business customers. Composed of area code, exchange, and line. For business customers, the BTN may be a number that is not used for incoming or outgoing calls, but is used as a billing mechanism for all the lines in the business that make outgoing calls.

(310) 322 - 6161

**Area Exch. Line
Code**

Terminology - continued

Area of Dominant Influence (ADI) A code which breaks geographical regions into market segments for advertising purposes. An ADI is essentially a set of area code/exchange combinations that are influenced by advertising campaigns targeted at a specific media market.

Message Details Message data is collected by the LECs at the originating switch.
Each message generates one record.

Sample Message data:

DATE:	date of call origination
OTN:	originating telephone number
TTN:	terminating telephone number
BTN:	billing telephone number
REVENUE:	dollar amount billed
CONNECT TIME:	when call originated
BILL MIN:	number minutes billed
BILL SEC:	number seconds billed
FROM STATE:	originating state
TO STATE:	terminating state
FROM COUNTRY:	originating country
TO COUNTRY:	terminating country
etc	

Wild West Telephone Company Profile

Founded:	1927
Revenue:	\$1 billion (fiscal year 1999)
Corporate Headquarters:	Podunk, Utah
Fiscal Year:	May 1 - April 30
NYSE Symbol:	Wild
Employees:	10,000

Disclaimer: The Wild West Telephone Company is a strictly fictitious entity that has been created for training purposes only. Any resemblance to an actual business is either generic in nature or purely coincidental.

Key Business Functions

Wild West handles **local** calls in the 12 states listed, as well as **long distance** telephone calls originating in those same states. The long distance calls may be **domestic** within the US, or **international**.

Alaska	Hawaii	Oregon
Arizona	Idaho	Utah
California	Montana	Washington
Colorado	New Mexico	Wyoming

Customers for the **business** telephone systems and services may be either revenue-generating businesses or non-profit organizations. Customers for the **residential** equipment and services are private parties.

The network/communications deployment function refers to the building of the switch network.

The key business functions contribute to Wild West revenue in the following proportions:

- Local service - 21%
- Long distance service - 39%
- Business systems and service - 25%
- Residential equipment and service - 15%
- R&D - none
- Network / communications deployment - none

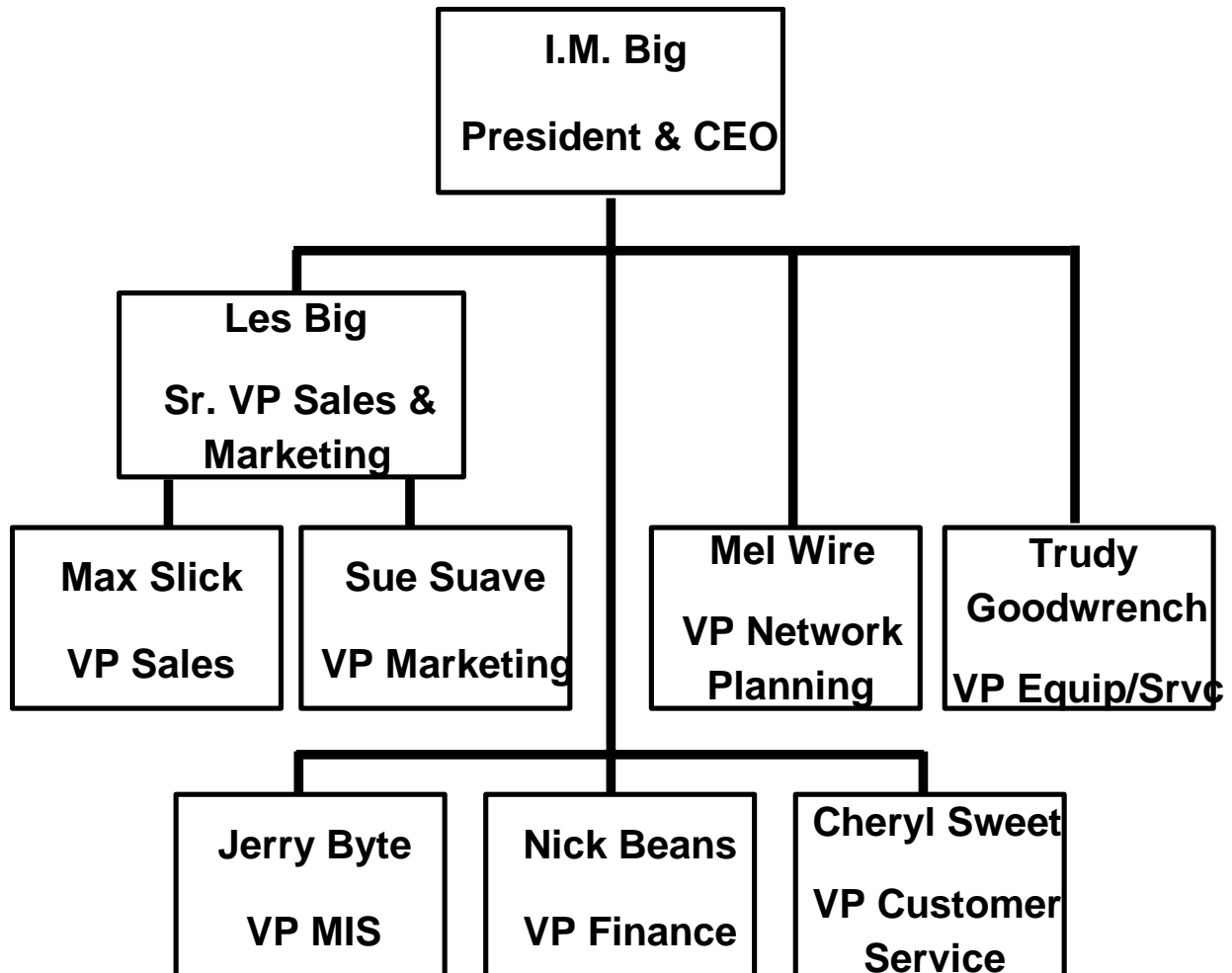
Organization Charts

The facing page shows the organization chart for the Wild West Telephone Company.

In the rest of this section, we will look at several departments' structure, functions, and information requirements. Since the current focus of the company is on long distance sales and revenue, we will concentrate of information requirements relating to long distance service.

Increasing long distance revenue can be considered one of the company's "pain points," and therefore an excellent area for application prototyping. .

Organization Charts

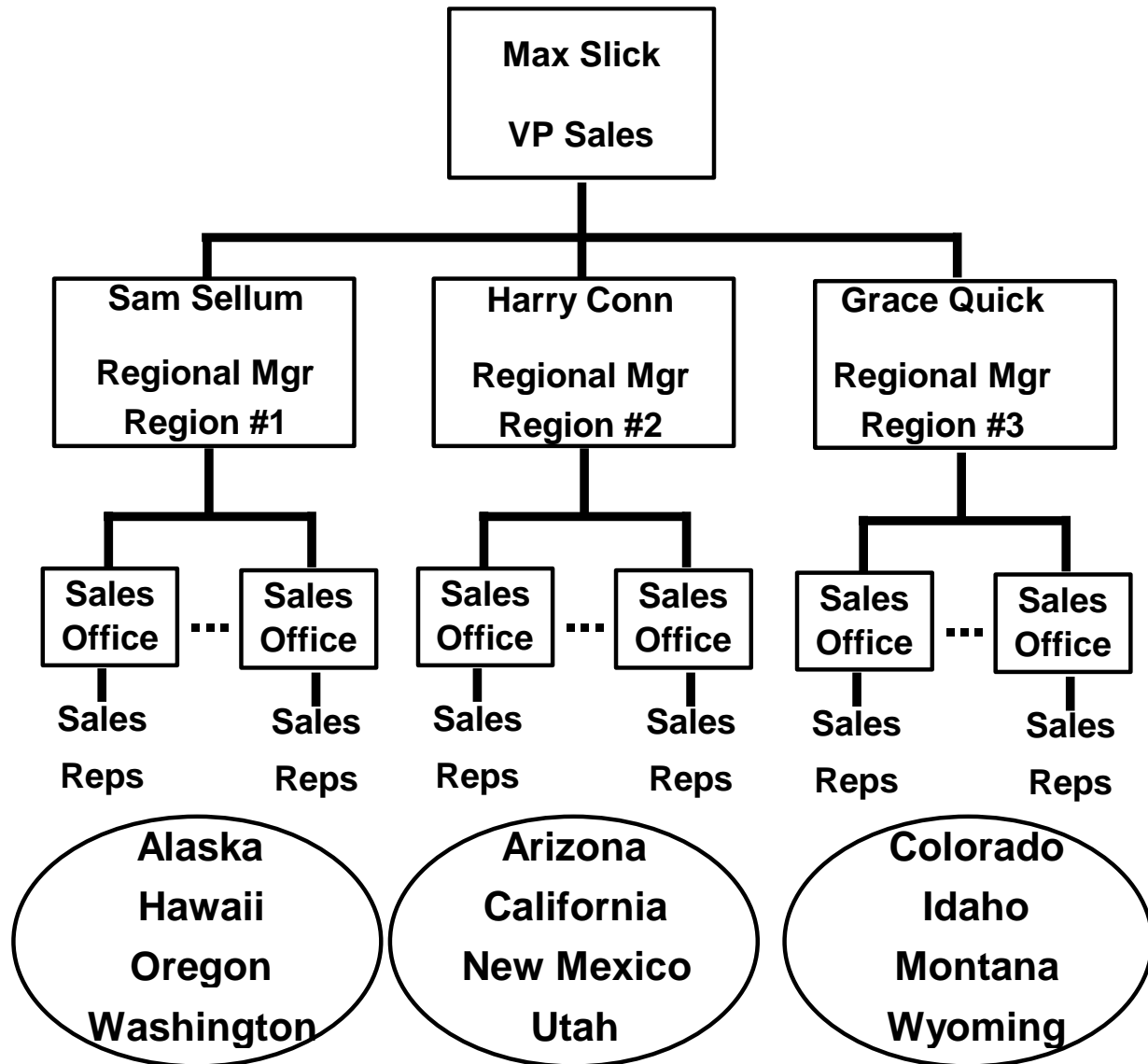


A current focus of the company is on increasing long distance revenue.

Sales Organization

Each regional manager has sales representatives assigned to either business or residential territories.

Regions are measured by the total revenue generated, which is composed of local service, long distance service, business systems sales and residence equipment sales.



Revenue is measured both at the region level and the sales rep level

Sales Organization - Information Requirements

Sales Reps Need:

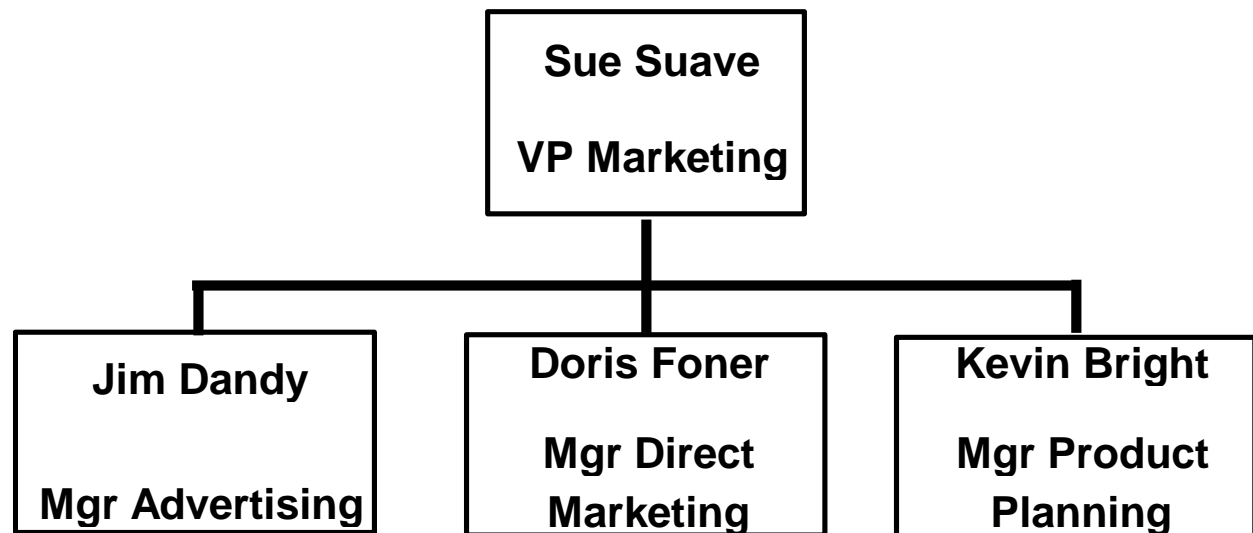
- Message level detail about customers' long distance calling patterns, prior to making a sales call
 - About 25 customers, total, per week
- Analysis of their entire account-base activity, usually by number of calls and terminating point of those calls
- Summarized data for their large business accounts

Regional Managers need:

- A snapshot of business and residential long distance revenue generated within regions by originating state
- Detailed revenue reports, with total revenue generated by each sales rep

Marketing Organization

Marketing's advertising campaigns are conducted in Areas of Dominant Influence (ADIs). An example would be the San Francisco Metropolitan ADI, which would cover all areas surrounded San Francisco which are exposed to the same media coverage as San Francisco proper.



- The Marketing organization creates and implements advertising, and tracks its effectiveness
- Advertising is conducted via various media, including TV, radio, newspapers and magazines
- Advertising campaigns are conducted within ADIs (Areas of Dominant Influence)
- Wild West also conducts telemarketing and direct mail campaigns to win new business and retain existing customers

Marketing Organization - Information Requirements

To analyze the effectiveness of ad campaigns:

- Needs “before” and “after” snapshots of business and/or residential revenues

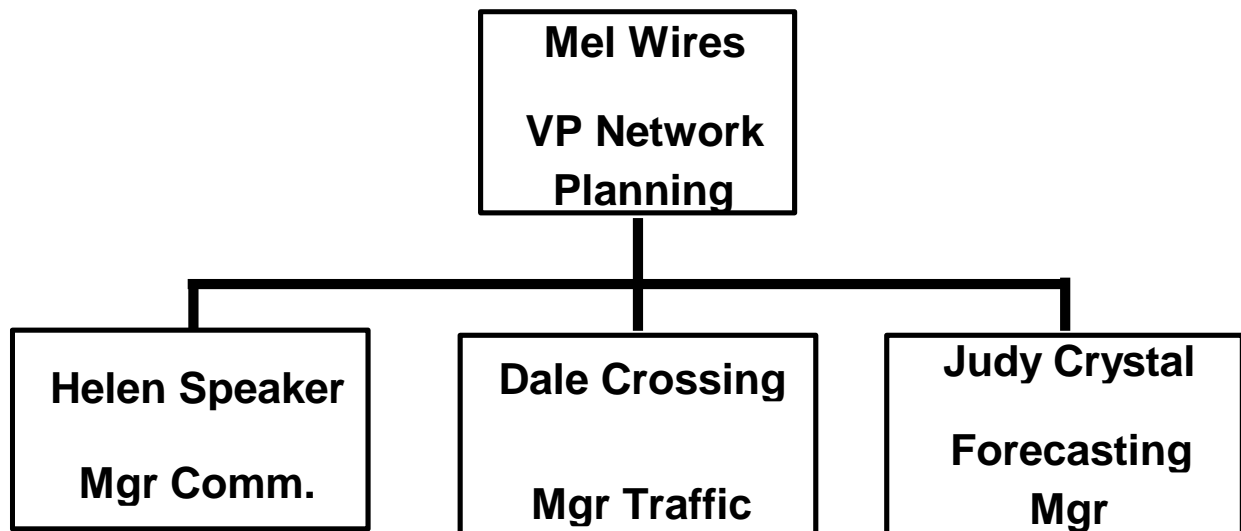
To reduce telemarketing and direct mail costs:

- Needs more focused prospect lists, targeted by calling patterns

To evaluate the impact of potential new services associated with long distance:

- Needs ad-hoc decision support capability for “what-if” analysis

Network Planning Organization



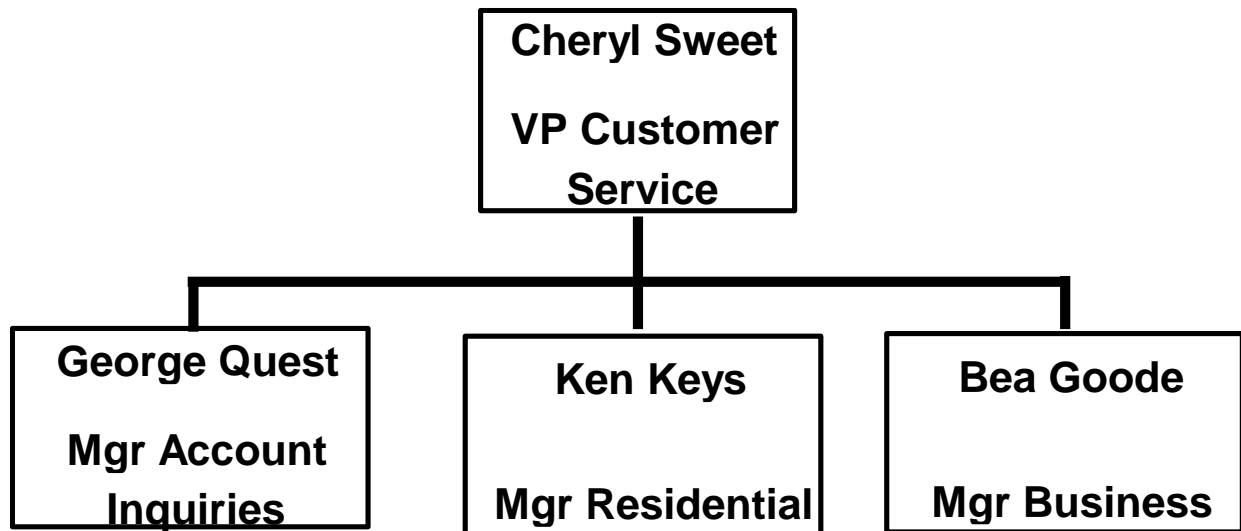
- The Network Planning organization manages traffic and switch outing
- Also does expansion and route planning, forecasting future needs by today's traffic
- Maintains valid area codes and exchanges
- Tracks network/communications equipment

Network Planning Organization - Information Requirements

For expansion and route planning:

- Needs historical analysis of all calls routed through Wild West's switches, by switch region

Customer Service Organization



- The Customer Service organization handles order entry and processing:
 - Business and residential
 - New customers
 - Customer information changes
 - Discontinuation of service
- Also handles billing and account inquiries

Customer Service Organization - Information Requirements

Needs online capabilities to:

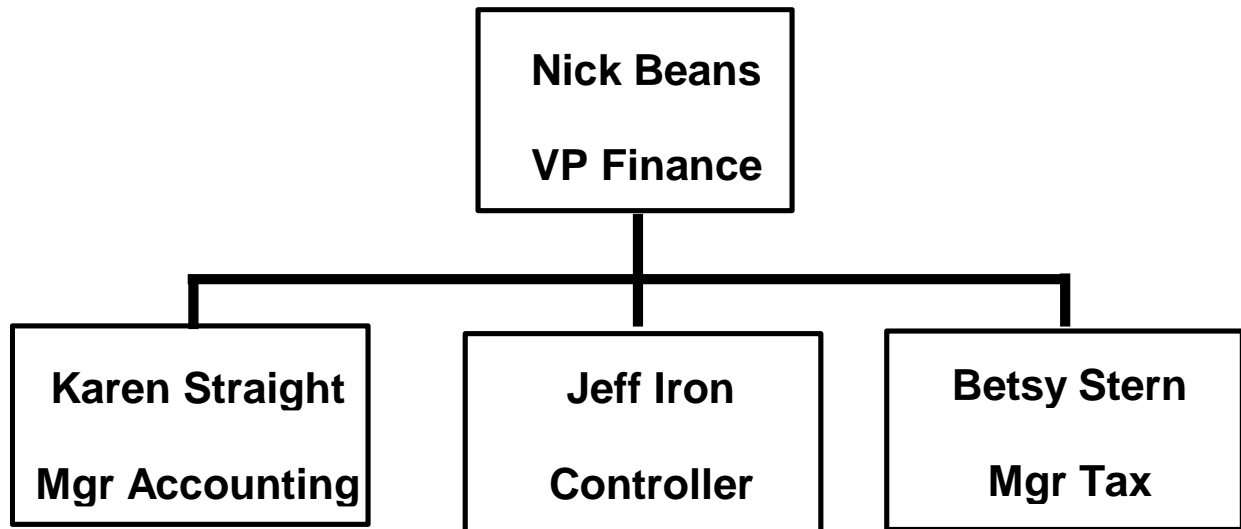
- Add new customers
- Business
- Residential

Process name and address changes

Respond to request for billing information for specific business and residential customers:

- Originating and terminating numbers
- Revenue (billing) information

Finance Organization



Responsible for:

- Accounting
- Financial planning
- Tax preparation and planning
- Expense tracking
- Revenue tracking

Finance Organization - Information Requirements

To satisfy requests of executive management:

- Needs summary reports of long distance revenue on a month-to-month, fiscal quarter-to-date, and fiscal year-to-date basis

The Solution

The Wild West Telephone Company has partnered with Snowflake to build a Data Solution to support their Long Distance Message Tracking Requirements. The initial new solution will target only a small portion of Wild West's business questions. But, the intent is to grow this solution into an enterprise wide solution.

About the Data

As is commonly the case, the data that will be used in the Analysis - already exists elsewhere. In the case of the Wild West Telephone Company, the data has been moved from the MVS environment and currently resides in UNIX flat files on their network.

- All the data that will be used in the analysis already exists internally
- However, after the Information Discovery session, they agreed that a new logical data model will be required
- After the relational data model is complete, there will be an data load from 7 mainframe files

The Initial Data Load

Each team will perform all the system life cycle phases. This includes execution of the initial data load.

The following source data files will be provided:

- Business customer message detail: 5 months
- Residential customer message detail: 6 months
- ADI list (Areas of Dominant Influence)
- Residential customer detail, including demographic data
- Business customer detail, including demographic data
- Sales Rep Data
- Sales Rep account assignments
- Country/State codes
- **Initial data load is a one-time operation**

Note:

- **These files must be loaded into relational tables, designed during the relational data modeling phase**
 - The tables may not map, one-to-one, to the original files

Data Volumes

The data volumes will be needed when you perform the Application and Transaction modeling phase of the system life cycle. These are all approximate.

Customers:

Residential	16,000
Business	400

BTNs:

Residential	16,000
Business	16,000

Monthly Message Volume:

Residential	8,300
Business	50,000

Total	58,300
--------------	--------

Calls per BTN per Month:

Residential	0.518
Business	3.125

Domestic vs International Calls:

International	45%
Domestic	55%

Sales Regions:

3

States per region:

4

Sales Representatives:

640

Sales Offices:

25

ADIs:

35

Residential AC/Exs which are in ADIs:

80

(approx. 400BTNs per AC/EX)

Switch Regions:

100

The Reports

The DSS (decision support) features of the Long Distance Message Tracking Requirements will be implemented via batch reports. Some of these are planned reports that are required in predictable time intervals -- mostly monthly, although some are quarterly. Others are ad hoc reports.

- Wild West uses both planned and ad-hoc reports

Report 1

00/01/01 **INDUSTRY ANALYSIS REPORT FOR** Page 1
BUSINESSES WITH INTERNATIONAL MESSAGE REVENUES OVER \$325
JANUARY 99

SIC	BILLED #	ACCT NAME	# OF CNTRIES	# OF MSGS	# OF MINS	MSG REV
1010	2094710065	Heron's Creamery	4	5	311	346.28
	2094710173	Sydney Supply Co.	4	9	329	376.22
	2094710245	Colonial Florists	4	10	512	495.49
	2094710248	Gerald Insurance	4	9	429	505.24
	2094710257	Burke Bros.	6	10	496	482.39
	2094710350	Hanson Hobby	5	8	373	326.34
	2094710371	Custom Alarm Service	5	7	277	342.49
	2136410049	Airport Sport Shop	6	9	425	459.22
	2136410135	The Glass Place	4	7	330	335.24
	2136410155	Pacific Trust	5	7	412	367.68
	2136410262	Clark the Locksmith	5	10	402	449.61
	"	"	"	"	"	"
	"	"	"	"	"	"
	"	"	"	"	"	"
	9169610344	Magic Auto Centers	3	7	389	456.21
	9169610351	Golfer's Warehouse	5	10	480	386.82
		TOTAL SIC 1010		532	25427	26561.17
	"	"	"	"	"	"
	"	"	"	"	"	"
	"	"	"	"	"	"
5030	9169610017	Relax Leisure Products	5	7	318	328.00
	9169610080	Bel-Air Gardens	5	6	362	343.70
	9169610279	Douglas Liquors	5	7	351	336.37
		TOTAL SIC 5030		485	23730	25428.82
		GRAND TOTAL		7000	334059	352,962.48

Report 2

**00/01/01 RESIDENTIAL ADVERTISING ANALYSIS REPORT FOR
"Thanksgiving Family Care" MEDIA CAMPAIGN**

<u>AREA CD EXCHANGE</u>	<u>AREA OF DOMINANT INFLUENCE</u>	<u>DAY OF WK</u>	<u>PRIMARY LANGUAGE</u>	<u># OF CNTRYS</u>	<u># OF MSGS</u>	<u>#OF MINS</u>	<u>MESSAGE REVENUE</u>		
209/333	Los Angeles	FRI	English	0	59	773	706.55		
			Spanish	1	16	224	213.71		
		MON	English	1	74	3516	397.94		
			Spanish	0	9	379	53.53		
		WED	English	1	23	609	433.55		
			Spanish	0	7	163	106.05		
		TOTAL FOR 209/333					188	5,667	1,911.33
		714/222	San Francisco	FRI	Dutch	3	17	285	304.59
					English	0	27	357	330.50
					French	3	15	222	221.56
					German	3	25	403	429.22
					Hebrew	2	2	44	53.35
Spanish	2				3	40	37.62		
MON	Dutch			4	11	548	63.63		
	English			0	33	1764	161.60		
	French			1	18	671	104.03		
	German			3	21	928	121.20		
	Hebrew			1	5	132	21.21		
	Spanish			2	3	99	12.12		
WED	Dutch			1	8	461	539.28		
	English			0	15	351	227.25		
	French			1	7	163	120.85		
	German			1	3	167	188.00		
	Hebrew			1	2	115	136.36		
Spanish	1			3	168	188.00			
TOTAL FOR 714/222					218	6,925	3,260.37		
GRAND TOTALS					406	12,593	5,171.70		

Report 3

00/01/01

U.S. LOCAL CONNECT HOUR DETAIL FOR HOLMES REST HOMES JAN 99

Page 1

LOCAL CNT HOUR	ORIGINATING NUMBER	TERMINATING NUMBER	TERMINATING STATE/CTRY	# OF MINS	MSG REV
1	805-749-0058	517-321-0058	MI	84	3.46
		TOTAL FOR CONNECT HOUR 1		84	3.46
2	406-541-0212	987-543-0212	MX	15	6.12
	406-541-0375	992-543-0375	AR	27	21.87
	505-781-0392	405-531-0392	OK	76	6.33
		TOTAL FOR CONNECT HOUR 2		118	34.32
3	209-471-0325	505-642-0325	NM	75	8.88
		TOTAL FOR CONNECT HOUR 3		75	8.88
4	209-231-0329	812-666-0329	IN	78	8.11
	209-861-0335	417-448-0335	MO	94	4.46
		TOTAL FOR CONNECT HOUR 4		172	12.57
5	714-971-0038	307-987-0038	WY	98	17.17
		TOTAL FOR CONNECT HOUR 5		98	17.17
6	209-861-0335	417-448-0335	MO	65	6.11
		TOTAL FOR CONNECT HOUR 6		65	6.11
	"	"	"	"	"
	"	"	"	"	"
	"	"	"	"	"
23	303-761-0137	907-579-0137	AK	55	2.99
	406-541-0212	987-543-0212	MX	44	2.01
	916-771-0044	401-222-0044	RI	75	4.46
	916-771-0044	401-222-0044	RI	62	12.12
		TOTAL FOR CONNECT HOUR 23		236	21.58

Report 4

00/01/01 RESIDENTIAL TELEMARKETING SNAPSHOT REPORT Page 1
 CRITERIA: HISPANIC, INCOME \$35,000 OR MORE, AT LEAST 1 INTERNATIONAL CALL
 DATA FOR 01/99

BILLED/NUMBER	NAME	PRIMARY LANG	# OF CNTRIES	# OF MSGS	# OF MINS	MSG REV
415/369-0002	Debi Simmons	Spanish	1	1	9	1.01
415/369-0008	Susan Pote III	Spanish	1	1	11	9.90
415/369-0030	Peggy Holmberg	Spanish	1	1	11	9.90
415/369-0065	Jake Black	Spanish	1	1	33	5.05
415/369-0082	Peggy Farmer	Spanish	1	1	21	4.04
415/369-0087	June LaRocca II	Spanish	1	1	14	13.86
415/369-0088	Jake St. Ashton	Spanish	2	2	83	17.98
415/369-0110	June Springsteen	Spanish	1	2	123	13.13
415/369-0122	Jake St. Bowman	Spanish	1	1	14	13.86
415/369-0133	Peggy Larson	Spanish	1	1	14	13.86
415/369-0138	June Butler	Spanish	1	1	75	7.07
415/369-0150	Debi Piros	Spanish	1	1	29	6.06
415/369-0153	Jake Fuller	Spanish	2	2	25	23.76
415/369-0159	Susan Long	Spanish	1	1	11	9.90
415/369-0161	May Bartlett	Spanish	1	1	83	4.04
415/369-0169	June Adams	Spanish	1	1	32	43.45
415/369-0176	June Foster	Spanish	1	1	67	7.07
415/369-0181	Jake Snyder I	Spanish	1	2	131	12.12
415/369-0184	Peggy Freeman	Spanish	1	1	84	1.01
415/369-0195	Debi Poole	Spanish	2	2	50	10.91
415/369-0201	June Robertson II	Spanish	1	1	72	4.04
415/369-0203	June Ashton	Spanish	1	1	70	10.10
415/369-0207	Jake Bartlett	Spanish	1	2	61	13.13
415/369-0209	Jake Bowman	Spanish	2	2	80	12.93
415/369-0219	June Bowman	Spanish	2	2	101	110.15
415/369-0220	Kent Lake II	Spanish	1	1	32	43.45
415/369-0229	Debi Oakley	Spanish	2	2	70	18.99
415/369-0233	Peggy WittermanII	Spanish	1	1	15	2.02
GRAND TOTALS			418	15,732	6,950.44	

Report 5

00/01/01

**U.S. LOCAL CONNECT HOUR SUMMARY
INTERNATIONAL FOR HOLMES REST HOMES
01/99**

Page 1

LOCAL CONNECT HOUR	# OF MSGs	% OF TOTAL MSGs	# OF MINS	% OF TOTAL MINS	MESSAGE REVENUE	% OF TOTAL MSG REV
02	02	6.06%	42	2.52%	27.99	1.78%
10	05	15.15%	296	17.77%	260.95	16.63%
13	04	12.12%	169	10.10%	217.02	13.83%
14	06	18.18%	261	15.55%	292.27	18.63%
15	10	30.30%	574	34.21%	673.50	42.93%
16	01	3.03%	79	4.76%	3.46	0.22%
17	01	3.03%	65	3.90%	1.66	0.11%
18	02	6.06%	64	3.84%	86.90	5.54%
22	01	3.03%	78	4.68%	3.01	0.19%
23	01	3.03%	44	2.67%	2.01	0.13%
TOTAL	33	100.00	1679	100.00	1568.77	100.00

Business Questions

The other features of the Long Distance Message Tracking Solution will be to provide business users the ability to ask business their business questions. The goal is to provide added value to the information, not just provide faster access to existing reports.

Business Question #1

Wild West wants to know the monthly domestic message revenue by sales region, sales office and sales person. They want this information for business customers and need to see the total number of messages, minutes, and revenue for each salesperson assigned to the customer and totals for each sales office and sales region. Use January 1999 data for signoff.

Business Question #2

Wild West wants to see a report showing the top ten sales reps for generating domestic business revenue for the 1st quarter of 1999. They would like to see the sales rep name, his or her region, the total domestic business revenue generated and the percentage of total business revenue. On the same report, they want to see the bottom ten reps using the same criterion and also the average amount generated by all sales reps.

Business Question #3

Wild West wants a monthly financial summary of all domestic messages by terminating state. They want the total number of messages and revenue for each state and all states. Use January 1999 data for signoff.

Business Question #4

Wild West wants a switch traffic volume comparisons for international long distance calls. For each switch id, Wild West needs to compare the number of messages and minutes for one month to the same numbers of the following month. To get accurate traffic comparisons, these numbers need to be reported by the CST hour the call was connected. To better do volume planning, they need to also see the percentage change, up or down, in messages and minutes from one month to another for any two given months. Use January and February 1999 data for signoff.

Business Question #5

Wild West wants to determine which business customers have monthly revenue (for a given month) which exceeds the average per-customer revenue of all business customers for that same month. Use January 1999 data for signoff.

Notes:

Source Data

File Information and Record Layouts for Initial Data Load

Business Customer File

Size: 16,000 records

DSN: BUSCUST.DAT

Business Customer Record Layout

Area-Code	PIC 9(3).
Line	PIC 9(4).
Exchange	PIC 9(3).
Custid	PIC 9(5).
Name	PIC X(40).
SIC	PIC X(4).
Street-Name-1	PIC X(30).
Street-Name-2	PIC X(30).
City	PIC X(15).
State	PIC XX.
Zip	PIC 9(5).
Filler	PIC X(3).

Line and Exchange are reversed; this IS how it comes in.

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
Area-Code	23	1,600	690
Area-Code Exchange	40	400	400
Area-Code Line Exchange	16,000	1	1
Custid	400	40	40
Name	400	40	40
SIC	40	400	400

Residential Customer File

Size: 16,000 Records

DSN: RESCUST.DAT

Residential Customer Record Layout

Area-Code	PIC 9(3).
Exchange	PIC 9(3).
Line	PIC 9(4).
Custid	PIC 9(5).
Family-Income	PIC 9(7).
Primary-Lang	PIC X(10).
HH-Educ	PIC 9.
Nat-Orgin	PIC X(10).
First-Name	PIC X(15).
Last-Name	PIC X(20).
Street	PIC X(30).
City	PIC X(15).
State	PIC XX.
Zip	PIC 9(5).
Filler	PIC X.

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
Area-Code	23	1,600	690
Area-Code Exchange	40	400	400
Area-Code Exchange Line	16,000	1	1
Custid	16,000	1	1
Family-Income	40	400	400
Primary-Lang	7	6,400	2,280
HH-Educ	7	2,400	2,280
Nat-Orgin	19	1,600	840
First-Name	400	40	40
Last-Name	400	40	40
First-Name Last-Name	16,000	1	1

Sales Representative File

Size: 640 Records

DSN: SALESREP.DAT

Sales Representative Record Layout

Sales-Rep-No	PIC 9(4).
Rep-First-Name	PIC X(15).
Rep-Last-Name	PIC X(20).
Rep-Office	PIC X(15).
Rep-Region	PIC 9.
Filler	PIC X.

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
Sales-Rep-No	640	1	1
Rep-Office	25	27	26
Rep-Region	3	303	200

Sales Rep Assignment File

Size: 32,000 Records

DSN: REPASSGN.DAT

Sales Rep Assignment Record Layout

Sales-Rep-No	PIC 9(4).
Area-Code	PIC 9(3).
Exchange	PIC 9(3).
Line	PIC 9(4).
Filler	PIC X(1).

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
Sales-Rep-No	640	400	50
Area-Code	32000	1	1
Exchange			
Line			

State/Country File

Size: 75 Records

DSN: ST_CTRY.DAT

State/Country Record Layout

Sequence-No	PIC 99.
State-Code	PIC XX.
Country-Code	PIC XX.
Filler	PIC X(15).
ST-CTRY-Desc	PIC X(20).
Filler	PIC X(39).

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
State-Code	50	1	1
Country-Code	25	1	1

ADI Assignment File

Size: 80 Records

DSN: ADIASSGN.DAT

ADI Assignment Record Layout

Area-Code	PIC 9(3).
Exchange	PIC 9(3).
Filler	PIC 9(4).
ADI-Desc	PIC X(15).
ADI-No	PIC X(4).
Filler	PIC X(52).

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
ADI-No	35	3	2
Area-Code Exchange	80	1	1

ADI Campaign File

Size: 6 Records

DSN: ADICMPGN.DAT

ADI Campaign Record Layout

ADI No **PIC X(4)**
Campaign No **PIC 9(3)**
Assign Date **PIC X(8)**

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
ADI-No	3	3	2
Campaign-No	5	2	1

Campaign File

Size: 7 Records

DSN: CAMPAIGN.DAT

Campaign Record Layout	
Campaign No	PIC 9(3)
Description	PIC X(30)
Date	PIC X(8)
Type	PIC X(1)
Type Description	PIC X(30)

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
Campaign-No	7	1	1
Type	5	2	1

Message Detail Files

- Overview**
- The vast majority of the data in this system is detail message data.
 - Each team will share the same set of message detail for the initial data load, in order to expedite the load processing.

Size: There are 5 business message detail files. Each file has approximately 50,000 records.

PLUS

There one residential message detail file (first six months). The file has approximately 50,000 records.

Message Detail Files, Continued

Record
Layout:

Residential Message Detail Record Layout

Bill-Area-Code	PIC 9(3).
Bill-Exchange	PIC 9(3).
Bill-Line	PIC 9(4).
Orig-Area-Code	PIC 9(3).
Orig-Exchange	PIC 9(3).
Orig-Line	PIC 9(4).
Term-Area-Code	PIC 9(3).
Term-Exchange	PIC 9(3).
Term-Line	PIC 9(4).
Con-Date	PIC 9(6).
Con-Hour	PIC 9(2).
Con-CST	PIC 9(2).
Con-Min	PIC 9(2).
Con-Sec	PIC 9(2).
Term-ST	PIC XX.
Term-CNTRY	PIC XX.
Rev-Amt	PIC 9(3)V99.
Filler	PIC XX.
Rev-Min	PIC 9(2).
Rev-Sec	PIC 9(2).
Local-SW-ID	PIC 9(2).
Filler	PIC X(2).

Message Detail Files, Continued

Record
Layout:

Business Message Detail Record Layout

Bill-Area-Code	PIC 9(3).
Bill-Exchange	PIC 9(3).
Bill-Line	PIC 9(4).
Orig-Area-Code	PIC 9(3).
Orig-Exchange	PIC 9(3).
Orig-Line	PIC 9(4).
Term-Area-Code	PIC 9(3).
Term-Exchange	PIC 9(3).
Term-Line	PIC 9(4).
Con-Date	PIC 9(6).
Con-Hour	PIC 9(2).
Con-CST	PIC 9(2).
Con-Min	PIC 9(2).
Con-Sec	PIC 9(2).
Term-ST	PIC XX.
Term-CNTRY	PIC XX.
Rev-Amt	PIC 9(3)V99.
Rev-Min	PIC 9(2).
Rev-Sec	PIC 9(2).
Local-SW-ID	PIC 9(2).
Filler	PIC X(1).

Message Detail Files, Continued

Monthly Data Files

Residential Data

RMSG9906.DAT

Business Data

BMSG9901.DAT

BMSG9902.DAT

BMSG9903.DAT

BMSG9904.DAT

BMSG0001.DAT

ATTRIBUTE	DISTINCT VALUES	MAX ROWS/VALUE	TYPICAL ROWS/VALUE
Bill-Area-Code	23	37,000	13,000
Bill-Area-Code Bill-Exchange	80	9,960	3,750
Bill-Area-Code Bill-Exchange Bill-Line	31,000	1,000	10
Orig-Area-Code	23	36,500	13,000
Orig-Area-Code Orig-Exchange	80	9,400	3,750
Orig-Area-Code Orig-Exchange Orig-Line	31,000	80	10
Term-Area-Code	84	33,600	3,500
Term-Area-Code Term-Exchange	1,600	2,300	185
Term-Area-Code Term-Exchange Term-Line	6,900	30	4
Con-Date	33	21,550	9,100
Con-Hour	24	47,200	12,500
Con-CST	30	51,100	10,000
Con-Min	60	6,800	5,000
Con-Sec	60	5,780	5,000
Term-ST	51	140,160	5,880
Term-CNTRY	26	160,460	11,500
Local-SW-ID	100	3,770	3,000