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| **Solution type** | **Suboptimal Workaround** | **Rational Workaround** | **Initial manual process** |
| **Systems used** | * Operational DWH | * SFMC * Analytics DWH | * Operational DWH |
| **Teams involved** | * Operations * Business * Print Service | * + Data and Analytics   + Print Service | * + Operations   + Business   + Print Service |
| **Description** | 1. Operations develop a regular script to select & extract eligible customers from Operational DWH into some network folder.  2. Business user sends the list to the Print Service team with an email.  3. Print service takes Excel file from the network folder and send paper mails to customers. | 1. Using existing integration between analytics DWH and SFMC, a trigger is developed that will select eligible customers and mark them in SFMC.  2. Print Service: Based on data from SFMC, Print Service sends paper mails to customers. | 1. Business user requests an extraction of a list of eligible customers on Operational DWH.  2. Operations extract the list and share Excel file with Business.  2. Business user sends the list to the Print Service team with an email.  3. Print service team sends paper mails to customers. |
| **FTE multiplier** | 1.5x | 1x | 4x |
| **Advantages** | N/A | 1. Traceability of the customer selection process  2. Faster response time  3. Reduced impact on Operations DWH | N/A |
| **Restrictions** | 1. Untraceability of customer selection process. 2. Complicated manual process on Print Service side where either new files override old files or Print Service has to process multiple files and mark what files they have processed internally. 3. Duplicated processes - 2 similar processes on SFMC, 3rd with Excel file. Print Service has to manually combine data from multiple sources. SFMC can do that for them with a single up-to-date extraction. 4. No process: there is no process where Operations can directly send customer lists to Print Service; it has to go through Business. 5. Marketing and service processes shouldn’t be using Operatonal DWH. | 1. Potential Data Quality issue as Analytical DWH has only pre-calculated data with up to 85% data quality guarantee. 2. No operational SLA on Analytical DWH: up to 90 days issue resolution time. 3. No process: No customer Direct Mail upload process on Operations side, however there are existing processes when Operations share Direct Mails required for Regulator reasons. 4. Deviation/Dispensation form to be signed for Personal Data usage for some limited period.    1. Compensation method- additional checker, for example    2. According to current PII legislation there is no restrictions on PII data transfer from one team to another internally in case respective Procedure is created. | Must move to Tech platform. |