19   DWH Audit

Industry	Telecom/Data Analytics, Digital Marketing	Client	Rostelecom
Role	Enterprise Architect		
Key Result	A comprehensive analysis of the implementation of the Unified Corporate Data Storage System was conducted, and recommendations for its improvement were provided.		

Situation	Task	Action	Result
Rostelecom had implemented the Unified Corporate Data Storage System (EKHD). After implementation and launch, the system's shortcomings became clearly visible: confusion in data sources, incorrect data processing, a lack of order in storage, non-compliance with data delivery SLAs, and other issues that impacted the business and raised questions about the effectiveness of the investment.	My task as an Enterprise Architect was to audit the system itself, the surrounding enterprise landscape, interview stakeholders, and interview the system's creators, including subcontractors. I needed to understand why the system was not working as intended and how to fix it.	**Conducted Interviews:** I held a series of interviews with stakeholders, developers, and subcontractors to gather information about the system's operation. **Architectural Analysis:** I created an architectural diagram and system model, linking all the problems I had identified to it. **Developed an Improvement Plan:** I developed a plan outlining fixes and improvements to rectify the situation. **Comprehensive Recommendations:** The plan included both technical changes related to storage technologies and organizational changes related to a review and reorganization of data acquisition processes, data management, and data lifecycle management.	**The Project Was Salvaged:** The company was given the opportunity to correct a costly project, which then began to provide value. **Data Storage Costs Reduced:** Data storage costs were reduced by 15%. **Improved Data Management:** There was more order in data management. **Report Preparation Time Reduced:** The time to prepare reports for management purposes was reduced by 4-5 times. **Foundation for Decision-Making:** The system became the basis for management decisions for marketing operations. **Numerous Indirect Effects:** Many indirect effects were achieved, such as a reduction in accounts receivable, savings in time and labor on client and partner notifications, and more.