

Experian: Serasa Allocation Model



Experian plc is a global information services group with operations in 40 countries, with an operational HQ in Nottingham, UK, plus the USA, Brazil and Cost Rica. Experian's principal lines of business are credit services, marketing services, decision analytics and consumer services. The company collects information on people, businesses, motor vehicles and insurance.

The company now employs 17,000 people. It is listed on the London Stock Exchange and is a constituent of the FTSE 100 Index.

The Challenge

At the time of a wider ERP project, Experian was in the process of implementing their global Oracle instance to Serasa (an Experian Subsidiary) and needed a solution to replace their existing allocation model.

Their solution at the time was very slow and didn't provide any visibility for any source of allocations analysis. It was in effect a 'black box'. It also required an external consultant to manage the process and explain allocations.

The new solution needed to not only integrate with Experian's existing Hyperion landscape without creating new bottle necks and extending the time it takes to update Experian's reporting applications; but also needed to support a complex two stage allocation solution.

The Solution

At first we established that there was no need to purchase additional software, despite this being the recommended course of action by other parties. We demonstrated that the requirements needed by Experian and Serasa could be achieved in Hyperion Planning.

By analyzing the different allocation methods required by Serasa we were able to turn what appeared to be a complicated requirement into a simple solution by identifying the common characteristics of the different allocation methods.

Our solution enabled Serasa analysts to trace the source of all allocations and the basis of the allocations; as well as allow Serasa to simply create new allocation methods without having to change the application configuration. This solution also allocated data significantly quicker than the previous solution.

We designed a data integration process that does not impact on the time it takes to update Experian's reporting application and is low maintenance.

Key Points:

- **Simplified / self-managing allocation process.**
- **Re-assessed requirement for additional software.**
- **Implemented using existing investment in Hyperion Planning.**
- **Integration extended existing use of ODI.**
- **On time, on budget, enhanced traceability.**



Experian engaged Absolute EPM to assist with a requirement we had to replace a "Black box" allocation solution, that had become unsupportable, slow and didn't provide the required reporting outputs and traceability.

Absolute EPM challenged and simplified the allocation model and produced a quick PoC within our existing Hyperion Planning estate, that demonstrated to the business that their requirements could be met without the need to acquire new software.

Absolute EPM delivered the end solution on time, on budget and Experian now have an allocation model that is low maintenance and provides the reporting traceability that the business requires.

Experian and Absolute EPM : Our History

Jan 2014

KPI REPORTING

Implement new KPI Reporting solution:

- Enhanced Existing PLNPNL2 Application
- Updated Aso Integration

Provided ASO Reporting application performance optimisation

Aug 2014

PERFORMANCE ENHANCEMENTS

Reviewed and Performance tuned WFP applications implemented by other Experian suppliers.

Performance Improvements of up to 70%

Apr - Jul 2015

WFP ENHANCEMENTS

Implement new KPI Reporting solution:

- Enhanced Existing PLNPNL2 Application
- Updated Aso Integration

Provided ASO Reporting application performance optimisation

Jul - Nov 2015

ALLOCATIONS

Implementation of two stage allocation solution for Serasa to support Gemstone Program and replace existing Essbase solution.

Delivered fully integrated low maintenance solution with significantly improved performance

Aug 2015

BUSINESS RULE UPGRADE

Provided guidance and training to CoE team in migrating business rules to Calc Manager

Nov 2015 - Feb 2016

WFP CONSOLIDATION & LATAM MIGRATION

Consolidated 7 WFP application into 2 applications and migrated data. Achieved without compromising performance.

Prepared LATAM WFP application to use new employee id and remapped existing data.



Experian have utilised the skill and experience that Absolute EPM provides on several other initiatives, from performance optimisation to new business requirements.