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# **Integrated Databases:**

## *An Overview for the Audience Developer*

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Audience Development Solutions

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# Integrating Subscription Databases

- Integrating customer information across disparate databases, to:
  - ✦ Achieve a ‘single view’ of your customers
    - Including all of their current purchases/responses
  - ✦ Enhanced response reporting on customers
  - ✦ Provide data to increase cross- and up- selling
  - ✦ Streamline operations
  - ✦ Improve customer experience

# Scoping

- ✦ Very important: Have all key players involved from the start
  - Especially your fulfillment vendor/circ staff
  
- ✦ Define exactly what you need
  - Cost justify all requirements
  - Quantify all expected benefits
  - Watch for “scope creep”
  
- ✦ Thoroughly assess cost/benefit ratio of:
  - Individual requirements
  - Level and degree of synchronicity between disparate systems
  - Overall system

# Scoping

- Careful: can be very expensive!
  - Both upfront and ongoing
    - be sure to project staffing needs
    - keeping databases in synch will be resource-intensive
    - begin to discuss cost allocation internally
- Before proceeding:
  - Consider partial solutions that are more economical
  - Research others who have tried
    - -esp. those who are similar to you
  - Many expensive mistakes have been made to date!

# Scoping

- ✦ Consider partnering with your fulfillment vendor
  - Who knows your subscriber database best?
  
- ✦ Outside Consultants/CRM Vendors
  - Make sure they understand/have experience with subscription databases and fulfillment/e-commerce
    - Make sure you are part of any vendor selection process
  
- ✦ Internal IT Departments
  - Be sure to insert yourself
  
- ✦ Involvement of Audience Development
  - Whatever path chosen, you need to be involved

# Implementation

- ✦ **TEST !!!**
  - **Build in more than sufficient time in your plan for**
    - Considerable testing
    - Extra staffing resources for testing and training
- ✦ Consider parallel processing for a period
- ✦ Be ever watchful for points of no return
  - Try to foresee worst-case scenarios with each step

# Implementation

- ✦ Be flexible along the way
  - Be prepared to alter your original plans and scope at any point during the process
- ✦ Don't go live until you're ready
  - As an audience developer, you're used to using your intuition when making key decisions. If it feels as if you may not be completely ready to go live, you may, in fact, not be

# Implementation

- ✦ Ensure that one person in your company is in charge of the implementation, from A-Z
  - Preferably someone from audience development
  - Insert yourself into the process
- ✦ Prepare for cost and timing overruns
  - Be careful about delivery promises and subsequent assumed contingencies
- ✦ Prepare for potential additional staff requirements
  - At both management and lower levels

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# Integrating Subscription Databases

Thank you for attending.

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