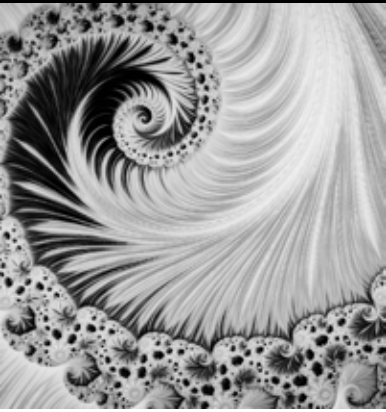


Case Study

Transforming Data Culture at Excess Telecom (ET) with Silver Creek Insights (SCi)

**Client:****Industry:**

Telecommunications

Partnership Length:

March 2023 - Present

Key Technologies:

Sigma, Snowflake, Fivetran, Estuary, dbt

Key Metrics:

Reduced report generation time by 90%, optimized technology spend, enhanced data culture.

Company Overview

Excess Telecom (ET) is a leading telecommunications provider, offering a range of services to diverse customers. With a rapidly growing customer base, ET needed a robust data infrastructure to manage and leverage their data effectively.

Use of SCi's Services: ET partnered with Silver Creek Insights (SCi) to transform their data strategy and infrastructure, leveraging cutting-edge technologies like Sigma and Snowflake to achieve operational excellence.

Problem / Challenge

Operational Disarray: ET was struggling with a disjointed data infrastructure, following the departure of their Chief Information Officer. Their data systems were inefficient, unable to handle large volumes of data, leading to wasted resources and eroded trust within the company.

Client Quote: "We were in disarray operationally, with no solid data foundation to support our growing data needs," says Mary Beth Ottley, COO of Excess Telecom.

The Solution

ET partnered with Silver Creek Insights (SCi) to overhaul their data strategy and infrastructure. The partnership was structured into several phases:

- 1. Assessment and Current State Analysis (CSA):** SCi's data team quickly assessed ET's existing data landscape.
- 2. Technology Evaluation and Implementation:** SCi implemented a robust, scalable data architecture using Fivetran, Estuary, Snowflake, Sigma, and dbt.
- 3. Foundational Data Architecture:** This included integrating third-party data sources, optimizing technology spend, and ensuring seamless data operations.

Key Deliverables

- **3rd Party Integration:** Integrated various data sources to create a unified data platform, significantly improving data accessibility and coherence across the organization.
- **Optimized Technology Spend:** Reduced total data architecture technology costs by over 50%, ensuring cost-effective operations without compromising performance.
- **Training and Enablement:** Empowered ET's team with the knowledge and skills to manage and utilize the new data systems effectively, leading to an established data culture with 100% technology and process adoption.
- **Documentation and Knowledge Transfer:** Ensured thorough documentation and transfer of knowledge to ET's internal team, fostering independence and long-term operational success. This comprehensive knowledge transfer helped free up critical A-priority time for other mission-critical projects and initiatives, boosting team morale and productivity.
- **Data Culture Evangelization:** Promoted a strong data culture within ET, emphasizing the importance of data-driven decision-making. As a result, time to insight (reports) was reduced by 90%, transforming a process that used to take 40 hours down to just 5 minutes.



sigma Enabling success

Empowering Decision-Makers: Sigma's intuitive, Excel-like interface enabled ET's data team and executive leadership to access and understand key business insights quickly and autonomously. This self-service capability eliminated dependency on IT for report generation and data analysis, fostering a more agile and responsive decision-making process.

Real-Time Insights: With Sigma, ET could navigate to key insights without delays, significantly improving operational efficiency. This immediate access to accurate data empowered ET to make informed decisions swiftly, driving business growth and enhancing service delivery.

Creating a Data Culture: Sigma played a pivotal role in establishing a robust data culture at ET. By making data accessible, accurate, and actionable, Sigma helped integrate data-driven decision-making into daily operations. This cultural shift not only improved internal processes but also enabled ET to launch new revenue-generating products and initiatives.

Client Testimonial

 **Sigma is the cornerstone of our data strategy.** This cloud-based BI tool offers powerful analytics while being incredibly easy to use. Initially skeptical, we soon realized Sigma exceeds expectations. Its user-friendly interface drove exponential adoption within our team. Sigma is both powerful and accessible, transforming how we utilize data. 



Mary Beth Ottley
COO, Excess Telecom

Snowflake: The Ideal Data Warehouse

Scalability and Flexibility: Snowflake's architecture allowed ET to scale their data storage and compute resources independently, optimizing costs and performance. The ability to pay only for what was used ensured cost-efficiency without compromising on data capabilities.

Security and Reliability: Snowflake provided a secure and robust environment for ET's data, ensuring data integrity and compliance. Its advanced features supported ET's growing data needs, making it a critical component of their data infrastructure.

Impact and Results

Operational Efficiency: SCi's integration of advanced data technologies and methodologies transformed ET's data operations. The implementation of S3 bucket integration and automated database queries reduced report generation time from over 80 hours a month to mere minutes, enabling real-time analysis and faster decision-making.

Enhanced Data Utilization: With SCi's support, ET transitioned from relying on external consultants to an empowered internal team capable of managing and leveraging their data assets independently. This shift not only improved efficiency but also fostered innovation and new business opportunities.

Client Testimonial

“Silver Creek Insights offers an unmatched level of expertise, far beyond our internal capabilities. Their ability to source cutting-edge resources is truly remarkable, always aligned with the latest industry developments. When planning future strategies—whether it's integrating new data sources or collaborating with partners—you can trust that Silver Creek Insights is equipped with the most current tools and maintains strong vendor relationships. They are the go-to team for innovative and forward-thinking data solutions.”



Mary Beth Ottley
COO, Excess Telecom

Conclusion

SCi's strategic approach and implementation of cutting-edge data technologies like Sigma and Snowflake have been pivotal in transforming ET's data infrastructure and culture. By fostering a self-sufficient data environment and enabling real-time insights, SCi has empowered ET to achieve sustainable growth and operational excellence. This case study exemplifies SCi's capability to drive significant business value through expert data consulting and innovative solutions.

For more information, contact Silver Creek Insights and discover how we can transform your data strategy and drive your business success.