

# Global Crossing – Customer Information Management System

## Business Need:

- » Senior Management needed to better understand customer base by performing acquisition analysis, churn analysis, and customer segmentation.
- » Finance and Marketing organizations needed to be able to quickly analyze the success of their product and service offerings to support company-wide sales efforts.

## Solution:

- » LPA designed, developed and implemented a centralized, standardized, clean source of account, product, service, margin and maintenance information at a customer/prospect level.
- » The solution enables analysis of customer and market potential.
- » It provides a mechanism for the total automation of customer and marketing reporting delivery.
- » It provides business unit profitability and forecasting metrics to the financial organization.
- » It is designed to easily scale for adding new source systems and the creation of other data marts.

## Technology:

- » Informatica, Oracle DBMS, MicroStrategy DSS tools

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