



## Post Office

The Post Office is the largest retail and financial services chain in the United Kingdom, with more than 12,500 branches, 20+ call centers and an active website channel. More than £90 billion pass through its hands every year, making it the biggest cash handler in the country. Along with its partners, The Post Office offers more than 180 products and services, including postal services, financial services (including investments, loans and insurance), travel services, telephone services, and more.



## PROBLEM

The Post Office needed a new program that could enable the organization to more effectively evaluate, manage and improve product competitiveness, profitability and brand management, and increase responsiveness through a modernized information management

*"The Post Office is committed to meeting the needs of our many customers by offering and delivering a wide range of products and services through a range of channels.*

*With this new business intelligence program, we can deliver on that promise more effectively.*

infrastructure. A key requirement was to deploy a flexible and agile environment that could deliver real business value quickly, as well as keep pace with an increasingly growing rate of change, while also managing the complexity and scale of its operations.

The Post Office's enterprise data warehouse would need to store updated information such as the volume and types of products sold daily through the Post Office's three channels. Meanwhile, the Post Office also sought to implement a data governance program that could help the company manage its complex wealth of master data.



## SOLUTION

The Post Office replaced two traditionally built legacy systems with two centralized systems, both built with the Magnitude Dynamic Information Warehouse (DIW) as the foundation for its business intelligence (BI) and master data management (MDM) system.

Magnitude was selected because its unique business-model-driven approach enables the Post Office to more quickly respond to changing business needs and requirements, while also managing the complexity and scale of its operations. Specifically, the Post Office will use Magnitude MDM to implement a data governance program that will help the company manage its complex wealth of master data, from big changes to its financial services products (including savings accounts, auto insurance, home insurance, etc.) and broadband services

*Magnitude (Kalido) will give us the information we need to respond quickly to changing business needs and enable us to deliver the right products and services to the right customers using whatever channel they prefer. The ultimate result: higher sales volumes and increased profit margins."*

**Keith Graves**

Head of  
Business  
Partners  
Post Office  
Limited

through to small price changes to postal services and stamps. The Post Office BI system also implemented DIW, to quickly create and easily manage and automate the data warehouse. The Magnitude data warehouse stores updated information such as the volume and types of products sold daily through the Post Office's three channels and delivers it to the BI tool through Magnitude's Universal Information Director.

The new Magnitude-based enterprise information management platform:

- Provides credible ways to measure and manage the success of the business;
- Replaces an inflexible data warehouse that was difficult and expensive to expand;
- Incorporates Magnitude MDM to replace an aging, home-grown reference data system that drives front-end systems by delivering pricing, product info and product journeys.

The solution supports the entire Post Office organization, delivering a "single source of truth" used throughout the organization and beyond, ultimately supporting a nationwide retail network of around 12,000 branches, supporting approximately 170 products and services. It serves hundreds of users from executive & sales management, to franchise managers, finance business partners, the security team to analyze fraud and compliance, and the strategy group.

The system spans one billion data items and loads 15 million transactions daily from 38,000 branch terminals and 23 external data interfaces.

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## RESULT

Widespread business benefits include increased speed and agility. For example:

- The Sales Analysis Team can produce standard reports 30% faster, enabling a broader and deeper analysis with more targeted reporting for specific managers.
- Sales and Marketing functions have increased targeted savings products by 18% and increased market share in both Foreign Exchange Travel Money and in Travel Insurance, based in part on the new information delivered.
- A reorganization that was expected to take several weeks was implemented in less than a week.
- Sales force bonus reporting took less than a day this year, as compared to the 3-4 weeks it had taken previously.
- Weekly reports that previously took nine man-days to deliver, now take three hours, freeing up analysts to improve data quality and deliver actionable information more quickly

According to the Head of Business Partners at Post Office Limited, this Magnitude-based system gives them the agility to respond quickly to changing business needs, thereby improving business results for the entire organization.

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deliver on that promise more effectively.”

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