

# Data Migration

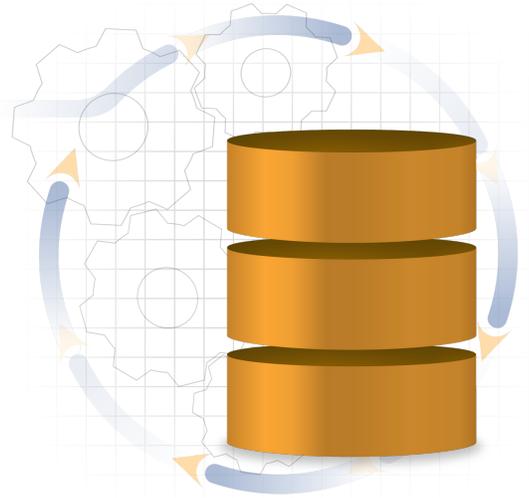
## CASE STUDY



## CASE STUDY:

# Data Migration

Canada's premier broadcasting company overcomes a daunting data integration task with help from SQL Power.



Client Type	Television Network
Project Type	Data Migration
Timeline	2004 - Ongoing
Technologies Used	Data Migration tools: <ul style="list-style-type: none"><li>• SQL Power Architect</li><li>• SQL Power Loader</li><li>• SQL Power DQ Guru</li><li>• SQL Power Dashboard</li></ul> Databases: <ul style="list-style-type: none"><li>• Oracle</li><li>• Sybase</li></ul>

## Client Profile

One of Canada's largest privately-owned broadcast television networks, this client has consistently been placed as Canada's top rated network in terms of viewers. Owning over 20 stations across the country, including 8 in the major cities (Toronto, Vancouver, Montreal, Calgary, Winnipeg, Edmonton, Halifax and Ottawa), they also own Specialty channels in addition to Conventional stations. Offering a wide range of quality news, information, sports and entertainment programming including one of the top newscasts in Canada, they represent one of the top choices for prime-time viewing.

## Client Challenges

Faced with the high costs and inefficiencies of maintaining multiple disparate systems, business processes and technologies, this large Canadian Broadcasting company needed an integrated application system that could streamline key internal processes across multiple business units. To solve this problem, the client purchased a new data management system (IBMS) from Pilat to manage content management, scheduling, broadcasts and sales.

The client faced multiple challenges in migrating the legacy data from the disparate systems to the consolidated target database. These include:

1. Needed to transform the various source data structures to a single target database required by IBMS.
2. Needed to conform and de-dupe all key dimensions including Agencies, Advertisers and Distributors.
3. Needed the ability to audit the source-versus-target data at certain milestones, to assure key stakeholders that their data has been successfully migrated.
4. The data migration process must be re-usable from station to station, with minimal code tweaks.
5. The solution must be well documented and contain necessary audit processes.

## Solution Delivered

The client chose SQL Power as their data migration partner to assist in this large endeavour to migrate all its data from the various sources and integrate it into a single system. This project involved over 200 source tables and 50 million records. SQL Power used the combination of their established data migration tools, methodology and proven expertise to deliver the migration effort. An incremental data migration approach was applied, with reconciliation checkpoints, which allowed the client to bring one business unit into production at a time.

SQL Power is in the process of delivering a solution with the following major components:

1. An Extract-Transform-Load (ETL) process (built using SQL Power Loader) to move all the data from all data sources into one central database.
2. An automated process to find duplicate data across systems of Agencies, Advertisers and Distributors. (Merging of duplicates and their related data after verification, using the SQL Power DQ Guru.)
3. A data audit and reconciliation dashboard facility (using SQL Power Dashboard) to display key source-versus-target data metrics and highlighting any discrepancies – thus providing confidence in the migrated data.

SQL Power also provided Project Management and Quality Assurance expertise in order to ensure the project is and continues to be successful.

## Solution Benefits

By consolidating and de-duping its disparate operational systems and business units onto a single broadcasting solutions platform, the client realized many benefits including:

- Streamlined business processes and improved operational efficiencies
- Single, consolidated operational reporting environment
- Improved productivity and efficiency for end-users
- Reduced total cost of ownership



## ABOUT SQL POWER

Founded in 1988, and headquartered in Toronto Canada, SQL Power Group Inc. is a global application Software firm specializing in Business Intelligence and XBRL implementations. Since implementing the first Regulatory XBRL Solution in Canada in 2009, SQL Power has been at the forefront of XBRL software innovation - rolling out the world's first fully-integrated XBRL data collection, return management and analytics solution designed specifically for regulators' business users. Our consultants possess deep domain knowledge and strong practice expertise in XBRL, Data Integration and Analytics and will help de-risk any XBRL implementation.

## LIVE DEMOS

To learn more about SQL Power solutions, contact us today to schedule a live demonstration.

### **SQL Power Group Inc.**

4950 Yonge St.  
Suite 1900  
Toronto, Ontario, Canada  
M2N 6K1

TEL 416.221.4220

TOLL FREE 1.866.SQL.POWR

FAX 416.221.5898

EMAIL [info@sqlpower.ca](mailto:info@sqlpower.ca)

[www.SQLPower.ca](http://www.SQLPower.ca)

