



International Quality & Productivity Center

How IQPC successfully moved off of Siebel with all **111,000,000** records intact

IQPC leveraged conemis to scope and handle their large data volume and stay flexible in go-lives with synchronization

What this customer needed, having been on Siebel for many years, was initial acceleration and then flexibility in moving away from their large Siebel instance. IQPC deliberately wanted to take time to take different countries live at their own pace. This ended up being a five-year project around the globe, which was made possible by keeping the costs down with conemis. IQPC leveraged conemis transition cloud (ctc) to support their transition team to make it to Oracle Sales Cloud efficiently and safely.

IQPC is a global business-to-business event company that offers online and offline events, information, education, networking, and promotion for executives. Despite facing complexity and high data volumes as they started considering a migration away from Siebel, they now look back at a highly successful data migration project. Not only were all the technical challenges solved, but IQPC has cleaned up data in the process and taken a large step in modernizing their applications with the cloud.

One of the major risks that are immanent in a project of such dimensions is that, at some point during the process, the migration team might be losing track and the rate of human error would be surging due to complexity and time pressure. Data can get lost in the process, which is particularly harmful for high-volume opportunities. The project can fail to meet its timeline, which causes high extra maintenance cost on the sources and cost for the extended time for the whole project team. Furthermore, if a project fails altogether, there is the risk of spending the complete project budget

in vain plus causing extra damage in failed and delayed innovation that the enterprise in question may never be able to catch up on. These were crucial points to be taken into consideration when preparing a decision and eventually work for this endeavor. Let's hear what the customer says about how challenges have been tackled and then look closer at some highlights.

"With conemis, we filtered 175M Siebel records down to a relevant scope and migrated 111M to Oracle CX", says Christian Topf, Head of Marketing Technology at the London site of IQPC. "conemis kept the systems in sync so we were free to take many different offices around the globe live at our own pace. The initial migration became so much faster and the overall project much easier with conemis."

Flexible go-lives around the globe with synchronization

The success of this transition project, started in early 2016 by identifying the data relevant for migration and filtering it down to around 80 million records, was made possible by conemis transition cloud (ctc) with its capabilities for complex data conversion, migration automation, built-in synchronization, as well as its high performance.

During the process, and with additional data entered Siebel over the years, more than 111 million records were created in Oracle Sales Cloud.

One of IQPC's top priorities was to remain flexible in training and taking different user groups live at different times during the transition process. Running multiple small go-lives, one for each office, would have required a lot of coordination and effort. Thus the most cost-effective way was to synchronize the source and target instead of having multiple dedicated small migrations. Furthermore, this synchronization had to respect the customization and deduplication logic that was in place for the initial migration. So, IQPC decided to leverage conemis transition cloud to do one big initial migration and then keep the destination application in sync with Siebel.

Handling customizations and converting data to a suitable format

This way, the new CRM system was up-to-date every day. The conemis software automatically mirrored the Siebel data to Oracle Sales Cloud. New users could just be given their logins for the new CRM at any time, and they found all the data they had in Siebel available in the new system. No manual migration effort was necessary for their go-live. Beyond that, globally shared data records were consistent across the source and destination CRM.

By proceeding this way, transition to the new system could thus take place at any time considered appropriate by IQPC, and in accordance with the respective location or company management. They could even have fallen back to the Siebel system, if anything had gone wrong – which, fortunately, never was the case.



Deduplication and performance

One major challenge in the transition from the Siebel data model to the Oracle Sales Cloud was customization. Siebel had been heavily customized over the years. The data model on the Siebel side was enriched with additional information from non-standard fields and tables in the Siebel database. On the Oracle Sales Cloud side, 60 % of the objects in scope were created as custom objects, entailing a high degree of custom mappings. The transition required complex conversion logic to transform the data correctly.

Deduplication was another crucial point. Based on customer-defined rules, both Accounts and Contacts were to be deduplicated in such a way that the associated records in Opportunities, Activities, etc. for the duplicates are linked with the surviving record. Besides, with nearly 80 million records in the initial migration, performance of the imports into Oracle Sales Cloud was of high importance. In this context it was necessary to optimize all aspects of the import process to minimize the risk of project delays.

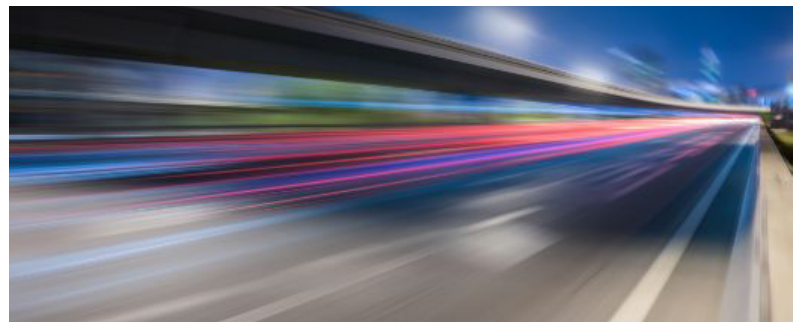
Staying on top of the migration process

Thanks to the automation capabilities of ctc, a major share of work that traditionally is done in a manual, distributed manner (assessment, extracting, transforming, loading, reporting) could be automated and managed in a central collaborative hub in order to reduce both the efforts and the probability of errors. The configuration with its extensive customized parts, once verified in the initial test migration, was reused in both the production migration and the synchronization by ctc. This saved time and effort that would traditionally be spent on the manual, error-prone re-run for the different purposes.

This centralized configuration also facilitated the cooperation between IQPC and conemis experts. One part of the configuration was done by IQPC staff directly in ctc. The remaining part was done by the conemis team. To achieve the required performance, the conemis team has worked with Oracle product development and has optimized API throughput both by using parallel loads and batch loads.

Implementation success and value boosted by automation

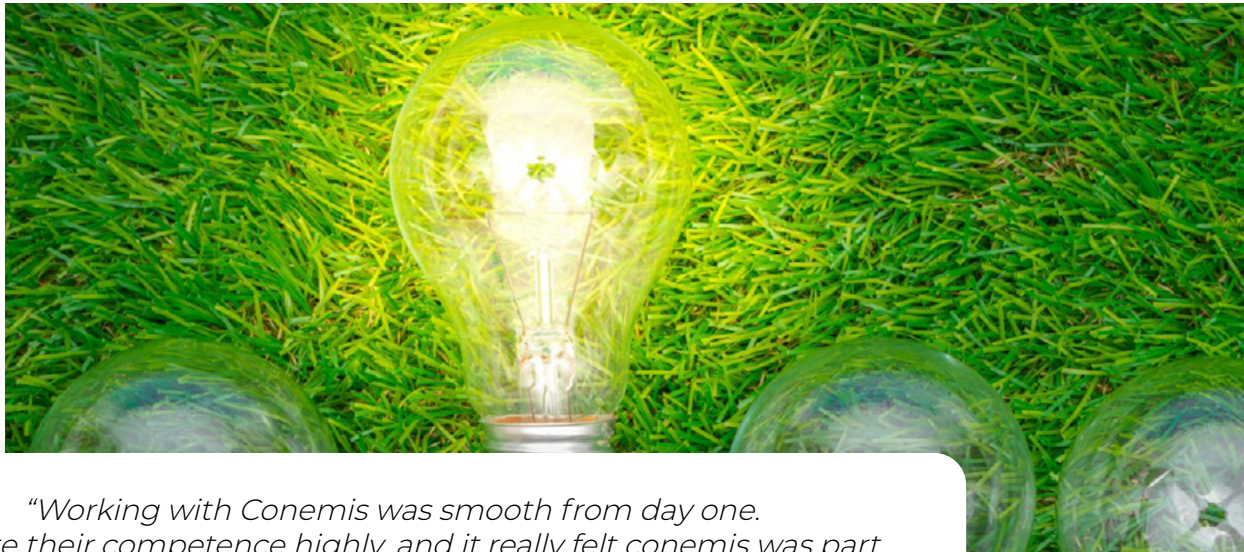
“Working with conemis was smooth from day one”, says Christian Topf. “During the long project we have worked through requirement gathering, planning, design, testing, implementation and frequent change requests as a team and



in a cooperative spirit. We have discussed different opinions and point of views in a constructive and very timely manner. We rate their competence highly, and it really felt conemis was part of the internal project team.”

This way, a total of 111 million records have been migrated for eleven business units in eight countries and kept in synchronization over the course of the project. These records have been transformed and merged in such a way as to provide the users at IQPC with data that optimally fits Oracle Sales Cloud’s capabilities, and that enables them to work efficiently with the new system.

All this has lead to an exceptionally successful migration at IQPC. The data was migrated with the full scope, in budget and within the desired time frame. An optimized loading process, exceptional collaboration features in ctc, and smooth cooperation between the IQPC and conemis teams were crucial factors for this.



”

*“Working with Conemis was smooth from day one.
We rate their competence highly, and it really felt conemis was part
of the internal project team.”*

Christian Topf, Head of Marketing Technology at IQPC Ltd, London

About IQPC

“Delivering the world’s leading events to the world’s business leaders”

IQPC provides business executives around the world with tailored practical conferences, large scale events, online events and webinars, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. Its large-scale conferences are market leading “must attend” events for their respective industries.

Founded in 1973 and headquartered in New York, IQPC produces more than 1,500 events annually around the world, and continues to grow. It now has offices in major cities across six continents, including Berlin, Dubai, London, New York, Singapore, and Sydney. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.