

USER DATA MIGRATION EXCELLENCE

Esher Advisory

OVERVIEW

1. Situation

- ✓ The client faced the challenge of migrating extensive user data from outdated legacy applications to a new consolidated app, necessitating a seamless transition to ensure continued service for approximately 2 million users

2. Task

- ✓ Responsible for defining business requirements and developing a comprehensive migration strategy that prioritised data integrity and user experience. Facilitated collaboration between the client and third-party suppliers to ensure effective communication and timely resolution of challenges during the migration. Implemented monitoring mechanisms to track revenue and volume data, proactively addressing discrepancies to safeguard business continuity

3. Actions

- ✓ 1. Business requirements:
 - Collaborated with stakeholders to define and document business requirements for the migration process
 - Developed a migration strategy that focused on preserving data integrity while minimising disruption to users
- 2. Collaboration:
 - Led efforts to facilitate collaboration between the client and multiple third-party suppliers involved in the migration
 - Conducted regular communication and coordination meetings to address challenges and ensure effective progress within tight deadlines
- 3. Revenue and Volume monitoring:
 - Implemented monitoring mechanisms to track revenue and volume data during the migration
 - Proactively addressed potential issues or discrepancies to prevent revenue losses and maintain business continuity

4. Results

- ✓ - Successfully migrated extensive user data from legacy applications to the new consolidated app, involving 2 million users
 - Ensured seamless collaboration between the client and third-party suppliers, leading to effective user engagement campaigns during the migration

- Monitored business revenue and volume data proactively, preventing losses and supporting sustained business growth