

Phaidon DDL :

Phaidon Press Limited (Phaidon) is a book developer and publisher with a head office in London and several offices based overseas. Distribution of Phaidon books is, in the main, handled by 3rd party distributors embedded within the international markets where Phaidon books are sold. The collation of distributor data within the UK head office and the process of making these data available to the Phaidon business were recognized to be less than optimal.

Seanergy has developed the system that has “streamlined” the process of collation and translation of distributor data into a standard internal

format prior to onward processing into their down-stream systems. By doing this additional benefits were simplification of subsequent reporting and user access to that reporting functionality.

The proposed system logically consists of two elements :

❖ Define & Control Extract Transform Load (ETL) Jobs

This element of the proposed system consists of a set of user screens that allow users to define ETL Job Control data relating to the current Phaidon distributors, the data files and the contents of the data files that they send Phaidon. Also, this element allows users to initiate the processing to ETL jobs.

❖ Process ETL Jobs

This element of the proposed system is triggered from within Define & Control ETL Jobs and is intended to transform data from distributor format into the Phaidon standard Common Format. Data relating to the performance of the current job are stored for subsequent user interrogation, e.g. number of records read, number of records written to common format, any errors encountered etc. Process ETL Jobs will perform a degree of data validation prior to output to the common format.

“I have worked with Seanergy on various on and off shore projects for some three years now. I have always found them very professional and have excellent business and technical expertise”.

Chris Holuj
Director, NetEyeT Ltd