



Fighting Cancer and Connecting  
Supporters with Fresh, Integrated Data

## Customer Overview

The American Cancer Society (ACS) faces a monumental but critical task—eliminating cancer. For more than 100 years, ACS has brought together donors, volunteers, programs, and research to save lives and work toward a cancer-free world.

With cancer a global issue, ACS works internationally to host events and extend its mission into every community. Along with its 3 million supporters, ACS helps people get well and stay well, researches cures, and raises awareness. The organization's vision is to eradicate cancer as a national health problem by the turn of the century. This requires using data and analytics in every facet of the fight.

The data serves multiple purposes, including:

- Finding ways to reduce overhead costs to stretch budgets.
- Optimizing donor money across research and programs.
- Providing information on sponsors, logistics, and volunteers to help committees run events.
- Answering questions and providing information about cancer.
- Reaching donors and volunteers with appropriate messaging.
- Connecting research and studies to uncover correlations that could lead to discoveries.

## Engaging Supporters to Maximize Their Time and Money

Connecting and analyzing data about donors and volunteers provides insights into the people who support ACS. Understanding each individual's journey and level of interaction enables ACS to send the most effective communications to people donating their money or time, or are a survivor.

For example, outreach to volunteers explains how they can best engage with ACS to make the biggest impact. Based on data from past events, ACS can predict who would be likely to attend a Relay For Life walk instead of a Making Strides Against Cancer event, or vice versa.

ACS also relies on data to determine which supporters are likely to contribute both time and money instead of doing just one. This allows ACS to engage supporters across multiple areas. For instance, with 96 percent of donor money coming from individuals, ACS wants these people to join the volunteers who help put on more than 6,000 events each year.

Using analytics, ACS also provides information to donors at strategic points in their customer journey to let them know where they can help in addition to opening their wallets. Likewise, data-driven communications encourage volunteers to make donations or volunteer in other areas.

## Creating a Culture Shift

ACS has built a culture that integrates and analyzes growing volumes of data from an increasing number of sources. This includes geographic and Centers for Disease Control and Prevention data sets, which are brought together with existing data for richer analysis.

Having access to comprehensive data allows data scientists and researchers to identify correlations in areas such as geography, backgrounds, and genome studies. This has

## Connecting Drivers with Riders

Volunteers play a major role in the American Cancer Society (ACS). One service is to provide rides to cancer treatment centers as part of the Road to Recovery Program. This requires the ability to connect volunteers with patients, and availability can change by day, weather, location, or vehicle type needed.

ACS uses data to match volunteers with patients who need rides. The data can identify if multiple people in the same area need transportation to the same treatment center at the same time to optimize resources and improve efficiencies while meeting patient needs.

allowed ACS to discover, for example, that 90 percent of all prostate cancer patients are survivors, but only 40 percent of those patients are diagnosed early.

Those actionable insights are used to educate people about getting screened more frequently to improve survivor rates. The information also helps ACS better execute the part of its mission to help people get and stay well.

Fostering a data-driven culture requires placing current, accurate data at users' fingertips. ACS accomplishes this through its three-pillar IT mantra:

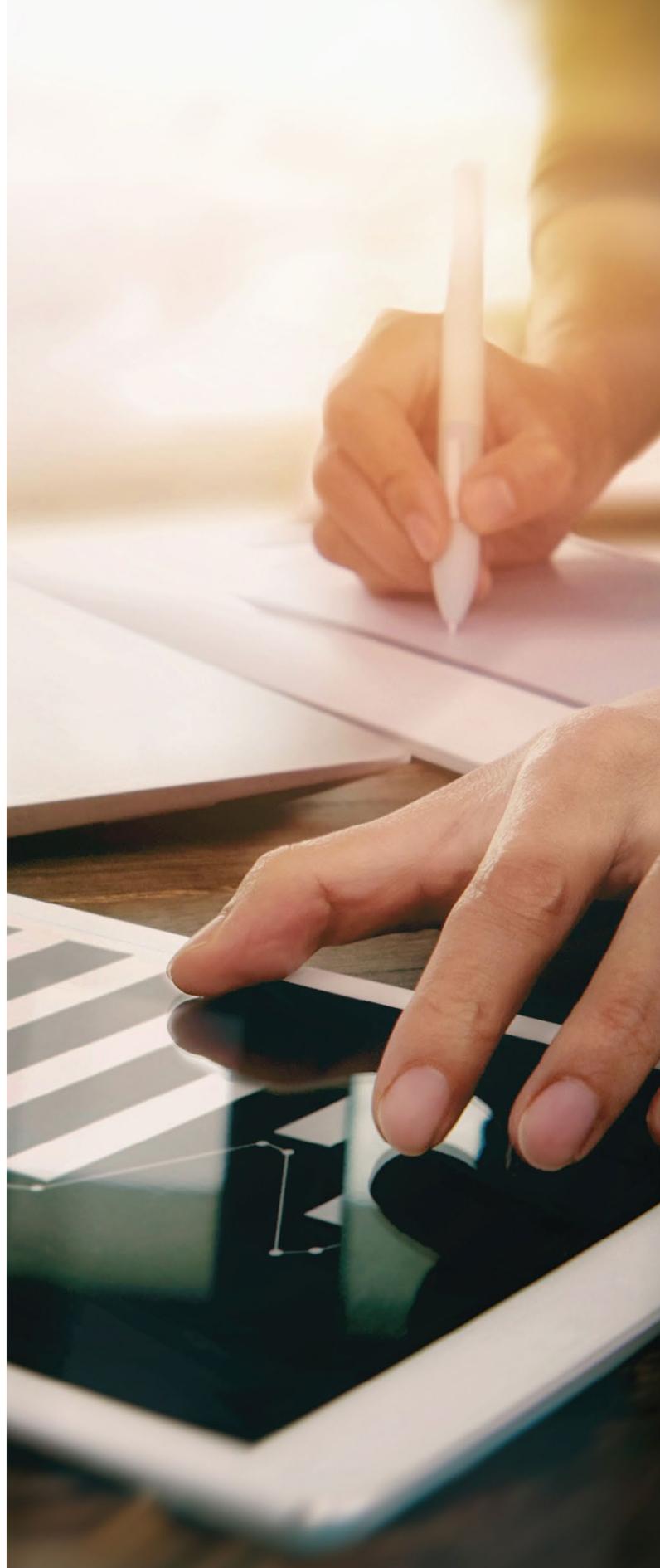
- Make it fast. Queries must be answered as quickly as possible.
- Make it fresh. Minimize data latency to have up-to-date information always available.
- Make it better. Reduce complexity to simplify asking questions of data.

Observing these pillars allows analysts and researchers to get their questions answered as easily as possible in the timeframe they're needed.

## Optimizing Data Movement for Fast Insights

ACS understands the importance of having a single, modern data platform to support analytics. To that end, 13 disparate data marts from across the organization were consolidated into one solution. Breaking down the silos brought together data from diverse sources, including donor and volunteer interactions from mobile activities, the internet, and events. Data from studies and research is also integrated to give doctors, researchers, analysts, and others access to the information needed to fight cancer.

To keep data updated for a current, integrated view across the organization, Attunity Replicate quickly and continually prepares and transfers data from ACS's customer relationship management (CRM) solution to a Teradata data warehouse appliance. Attunity Replicate allows fast data movement across heterogeneous systems and platforms. It accelerates the process of loading and ingesting data, in batch and real time. Attunity Replicate is also used to migrate data into the Teradata Cloud environment as part of ACS's disaster recovery plan.



Working together, Attunity and Teradata technologies enable self-service analytics. The solutions offer ease of use and accelerated query speed, which has changed ACS's approach to utilizing data. Previously, analysts needed to schedule time to access data, then wait a day or so to get a report. If users didn't ask their questions the right way, they wouldn't get the answer they needed, which required them to submit another query and wait another day.

Now, the current system supports interactive access and answers questions at a speed ACS had not seen before—90 percent of queries are answered within one minute with 20,000 to 30,000 reports run each month. Analysts also benefit by being able to drill down into queries to identify correlations or uncover granular insights that were difficult, if not impossible, to achieve in the past.

With its ability to scale, the data warehouse appliance can meet ACS's ongoing need to bring in new data and studies for analysis, including advanced analytics like machine learning.

## Looking to Data for Breakthroughs

At its core, ACS is a grassroots, community-based organization. It engages volunteers and participants to hold thousands of events each year while working on the science side to find a cure. The common thread that runs between volunteers, donors, survivors, patients, researchers, and analysts is data.

The cure for cancer may come from a conglomeration of various, aggregated data sets brought together that when analyzed, uncover new correlations. For example, performing analysis across several cancer studies that had not been previously integrated could reveal new relationships, patterns or details to accelerate a cure much faster than looking at each study on its own. These types of discoveries can

only happen with integrated data sets and advanced analytics, and solutions powerful enough to support them.



## About Teradata

Teradata empowers companies to achieve high-impact business outcomes. With a portfolio of business analytic solutions, architecture consulting, and industry-leading big data and analytics technology, Teradata unleashes the potential of great companies. For more information, visit [Teradata.com](http://Teradata.com).

## About Attunity

Attunity is a leading provider of big data management software solutions that enable access, management, sharing, and distribution of data, including big data, across heterogeneous enterprise platforms, organizations, and the cloud. Software solutions include data replication, data flow management, test data management, change data capture (CDC), data connectivity, data warehouse automation, data usage analytics, and cloud data delivery. More detail can be found at [Attunity.com](http://Attunity.com).

10000 Innovation Drive, Dayton, OH 45342 [Teradata.com](http://Teradata.com)

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