

ENGLAND CRICKET BOARD CLIENT STORY



CHALLENGES

The ECB were working with a number of suppliers to separately validate email, phone, address, and bank data in the Investment Management System within its charitable arm England and Wales Cricket Trust, which handles the distribution of circa £20million of annual grants, and various amounts of interest-free loans to recreational cricket clubs. They were tied into an expensive annual licence fee year-round, prepaying for defined numbers of lookups & minimum monthly charges regardless of actual usage, and in some cases, paying penalty prices for over-consumption.

The suppliers did not offer live reporting to monitor actual usage, ultimately rendering the solution inefficient.



Rob Wilkinson
Project Manager, Technology
team

"Integrating a single API into the Investment Management System was straight forward and it better streamlined the development process with reduced time spent on testing lookups & validations compared to dealing with numerous APIs and suppliers. Data8 were the only solution providers to offer all of our requirements and with no lookup wastage."

SOLUTIONS

Data8 Unify offers unrivalled flexibility in accessing Data8 Validation services. Providing access to key validation services under a single credit pack. This eliminates the need to purchase separate credits for individual services, such as email, bank, address and phone to get best value from your budget.

The bespoke API enables the Unify Packs to work seamlessly across The ECB's existing system landscape and create a simple, cost-effective solution that supports the fluctuations of on & off-season requirements, with the additional benefit of being able to monitor costs and consumption on a per-system basis.

BENEFITS

The ECB benefits from an improved data accuracy with zero direct debit failures and significantly reduced fraud risk as account details are accurately captured and validated, together with fully automated emailing of grants, applications processes and direct debit reminders for loan repayments.

The flexible credit payment structure and real-time consumption model has allowed the ECB to include additional services at a lower overall cost compared to using individual suppliers with up-front charges for lookups that were either under-used and therefore lost, or over-used and therefore incurred penalty fees.