

Sport England

CASE STUDY

Authorised by:

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England

ABOUT SPORT ENGLAND

Sport England is an arms-length body of government responsible for growing and developing grassroots sport and getting more people active across England. Sport England is building an active nation through a combination of National Lottery funding and grant-in-aid from the Department for Digital, Culture, Media and Sport, which classifies them as a non-departmental government body.

REQUIREMENTS

Many products on the market or business solutions run word wide or have hosting in the US, which does not reach Sport England's policy regarding data protection. Therefore, Sport England were looking for a government-approved technical supplier to allow them to create and share content over email with below requirements:

- Sport England needed this run product to be compliant with not only GDPR but also their internal data protection rules.
- Sport England required the solution to send over 4 million emails a month to a data-based holding over 60 million records.
- Sport England needed a large data transfer from their existing supplier, with all data sets completely migrated to the exact sets.
- A one-month training was required on the platform and for the existing databases to be tested to the previous.

THE ZSAH SOLUTION

zсах approached the challenge by placing a project manager at the get-go. There were several different challenges and risks to anticipate and address.

- zсах offered a complete mailing solution, securely hosted and accessible via the cloud.
- zсах also performed an ETL process, i.e., Extract, Transform, Load, to successfully migrate the data from Sport England's previous cloud platform to the new mailshot service and ensure all risks were mitigated. zсах initiated and completed the migration within eight working days, further time was left for data testing and quality assurance.

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- zсах then proceeded with the training of the platform for Sport England staff.

The migration, testing and training processes only took 20 working days to complete with all items signed off by either side.

BENEFITS

zсах's solution accomplished the primary objective and more. After working closely with Sport England, zсах and the Sport England staff identified many ways in which the data could be cleansed and re-worked to achieve a better delivery rate and allow more focus on data sets. The zсах solution allows Sport England to not only achieve a stronger delivery rate, but also reignite invalid email addresses to prevent the damage of their IP reputation and extremely high delivery and open rates.

“We’ve found Humza and all the team at zсах to be very professional and a pleasure to work with. Together we have been able to overcome some significant challenges and our partnership has allowed Sport England’s digital communications to flourish”

Simon Osborn, Senior Content Editor of Sport England