InfoCepts

Delivering Mission Critical MicroStrategy Dashboards for a US Healthcare Major in Record Time

Summary

A leading global healthcare player had a legacy sales tracking system that was slow and inefficient at providing insights necessary for making decisions. We transformed the legacy system into an efficient application replete with reporting dashboards and KPI insights within record timelines.

Industry
Healthcare

Users
Sales Executives, Territory Sales Managers, Sales VP, Business Planning team

Technologies
MicroStrategy
Teradata, VMware AirWatch

Team Size
25 InfoCeptians
3 Client Associates

InfoCepts Accelerators Used

InfoCepts Dashboard Development Best Practices

The Challenge

Our client, a leading healthcare player wanted to provide timely sales insights to help its business leaders take decisive actions. Their legacy sales tracking system was unable to provide analytical insights desired by their sales team. The legacy system provided primitive sales reporting over data in flat files. They wanted to replace it with MicroStrategy dashboards.

Our client asked us to develop MicroStrategy based dashboards for two product lines – Oncology and Neuroscience. They needed these dashboards to meet reporting requirements of all user roles in the sales organization.

We had to overcome the following challenges to deliver this complex project –

- Remodel the data architecture to rectify its inherent issues
- Deliver 150 dashboards within our client's three months deadline
- Gather a team of MicroStrategy experts within two weeks to meet the deadline

In addition, the dashboards had to remain operational in offline mode to support our client's mobile sales force.

The Solution

We undertook a thorough evaluation of the client's existing solution and found that its data modeling architecture needed a complete overhaul. The solution's slow performance issues were due to several faults in the data model. We took complete ownership of the project and remodeled its architecture into its ideal state. InfoCepts Dashboard Development Best Practices were instrumental in solving the existing data model's inherent issues.

Our time-tested best practices also helped us in delivering the project within our client's non-negotiable timelines. These best practices include a set of dashboard development methodologies compiled by our multi-award winning Data Visualization team.

We were able to put together a team of 25 MicroStrategy experts within two weeks. This team successfully improved maintainability of the dashboards through design and data visualization enhancements. We identified and eliminated several redundancies, thereby reducing the number of dashboards from 150 to 30. Subsequently, we were able to reduce development time and associated costs.

We created an iPad ready MicroStrategy mobile app to enable on-the-go insights for our client's mobile sales force. Field sales executives can effortlessly use the app's drillable dashboards. Integration with device management tool AirWatch has added a layer of security to the solution. We have provided an alerts module to keep the sales team updated with inputs from higher management.

Key highlights of this engagement are:

- Our Dashboard Development Best Practices kept us on track for meeting the three months deadline without missing a single SLA
- The dashboards are high in performance with a response time of no more than 20 seconds
- Advanced resources planning helped us achieve seamless co-ordination across geographies and teams

The Results

We have delivered an app that answers multiple business questions and caters to the operational needs of users across hierarchies. Here are the benefits we were able to pass on to our client –

- Team performance, brand performance and competitive performance can be accessed in real-time
- Airwatch integration has ensured that only authorized personnel have access to sensitive insights
- The iPad app has enabled their sales team to access insights on-the-go and without internet connectivity
- Reduction in dashboards from 150 to 30 has led to a solution that is easy to maintain