

Unifying Legacy BI Tools into a Custom, Consumer-Focused Analytical Application



→ The Challenge

Today's consumers spend substantial time online and generate a high volume of data as they browse buying options, click to learn more, and purchase products and services. This data, in turn, enables companies to form stories about consumers and better understand their interests, habits, and needs. Yet too often, companies underutilize consumer data — and miss out on opportunities to use the data to make decisions that generate growth.

Our client, a leading market research firm helping companies make better, faster business decisions by providing end-to-end insights on what consumers watch, listen to, and buy, relied on 16 legacy applications to capture consumer data for enterprise-level customers. This set up came with significant challenges, including:

- Varied user interfaces across products, making it difficult for users to view all information about a consumer on single screen.
- A six month lag-time from data readiness to availability.
- Lack of global platform capabilities for emerging markets; no localization support.
- Inefficient data update processes.
- Unsynchronized data (each application had a separate database).
- Data model duplication.
- Cumbersome maintenance for quarterly/monthly releases to different customers.
- Declining customer satisfaction and, in turn, revenue.

It needed a solution that allowed customers to understand, find, and connect with consumers in actionable, measurable ways, and then to use what they learn to refine strategies and drive business decisions like location planning, merchandizing, and new product development.

→ The Solution

InfoCepts used MicroStrategy to create a new single platform that unifies the 16 legacy products into a highly scalable, web-based solution for any number of end customers to use. The platform enables our client to easily build custom reports for each customer, without affecting the base platform. Overall, our solution provides:

- A hosted, multi-tenant application designed to serve a highly varied client base.
- Seamless integration with the core source data platform.
- Report integrations with highly customized and business logic-driven custom prompts.
- The capability for users to build reports on imported data in real time.
- An architecture that allows for a highly specialized data model.

→ The Results

Our fully-integrated, custom MicroStrategy platform enables our client to offer customers a much improved, more interactive user experience (including mapping). Other benefits include:

- 50 percent faster development cycles for the reports.
- Quick turnaround time for new dashboards via metadata reusability.
- A drastic reduction in data availability cycle time.

Perhaps most importantly, these features have led to a reduction in platform operating costs and new customer growth opportunities worldwide.

Summary

A leading global market research needed a better way for customers to capture and use media consumption data to make business decisions and attract new clientele. InfoCepts created a custom, fast-performing MicroStrategy analytics platform that reduced cost and generated global growth.

Industry

Market Research

Users

Sales and Marketing Managers; Senior Management

Technologies

MicroStrategy, Oracle, Custom SDK - Java J2EE, ExtJS, MicroStrategy Web SDK, HPQC, Jenkins, Visual Crossing

Team Size

50 InfoCeptions, 50 customer associates