InfoCepts

Using MicroStrategy to Unify Disparate Legacy Desktop Applications into a Consumer Focused Mobile Analytical Application

Summary

When a leading health-related agency needed to provide quick access to sales data and analysis for its mobile salesforce, managers, and clients, InfoCepts created a mobile MicroStrategy application that led to sales and customer portfolio growth.

Industry

Pharmaceutical Sales and Marketing

Users

Sales Representatives and Managers, Senior Management Executives

Technologies

MicroStrategy (Cloud), Oracle (Cloud)

Team Size

6 InfoCeptians, 6 customer associates

→ The Challenge

Our client, a leading health-related agency that provides sales and marketing solutions to pharmaceutical companies, needed an analytical application to capture single-view analysis across several sales-related areas — managed care, drug market competitors, and sales performance . At the time, the company relied on three legacy products to provide market insights, product analysis, and salesforce productivity analysis, but this set up came with these challenges:

- Disparate reporting capabilities limited to the respective sales systems.
- Varied user interfaces across products, making it difficult to get the single view of the analysis.
- Unsynchronized data, as each application had separate databases.
- Multi-week lag-time from data readiness to availability for end user.
- Declining customer satisfaction and in-turn revenue.

In need of a better set up, our client turned to InfoCepts to develop an integrated, combined view of sales-related data that allowed users to measure salesforce performance and increase productivity and business.

→ The Solution

InfoCepts used MicroStrategy to create a hosted, multi-tenant mobile application for 550-plus end users. The platform enables our customer to offer its clients standardized reporting, as well as the ability to easily build custom reports for each customer, without affecting the base platform. Highlights of our work include:

- A one-of-a-kind infrastructure capacity planning exercise for cloud-to-cloud communication.
- Hosting on MicroStrategy cloud and Rackspace cloud, which helps our client save on infrastructure costs.
- A highly specialized data model to resolve duplication, data synchronization, and time lag in data availability issues.
- User access to secure objects and data.
- Fact degradation to calculate metrics at lower levels to achieve the desired detailed analysis.
- Cube optimization to manage data sources and huge data volumes to achieve high performance.
- Utilization of data blending to intelligently combine data on common entities.
- Multi-level dimensional analysis, driven by geographical hierarchy benchmarks.
- Time-series analysis to spot market trends and relative marketing effectiveness.
- Capability for advanced users to build reports on latest data in real time.

→ The Results

Our MicroStrategy mobile application allows our client to offer customers a highly improved, interactive and custom user experience that includes mapping. With the cloud-based platform now in place, our client benefits from a scalable operating cost with a low fixed-cost component. The large majority of costs (95 percent) now fall under "operational" costs, and expenses like hardware and the number of software licenses are scalable

The solution has also given our client a 50 percent faster turnaround time in dashboard development for new customers via metadata reusability. Users, meanwhile, benefit from:

- A drastic reduction of data availability cycle time.
- Multi-level dimensional analysis driven by geographical hierarchy benchmarks.
- A single view to the salesforce on the move and easy dialogue between user hierarchy.
- Incentive compensation ranking and pay-out simulation to boost peer competition and motivation.