

Case Study

A Modern BI and Analytics Implementation for a Large Enterprise

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Summary

The client had a core event technology system and other disparate systems capturing lots of data, information and analysis across the business using all sorts of different methodologies. The problem was very delayed decision making because of delay in availability of clean, reliable and consolidated information for different business groups, data latency and limited analysis. BizAcuity helped to design and deploy a unified BI cum Data Warehousing strategy, architecture and custom built application in least total cost of ownership approach.

About the Client

The client is a global company based in USA, which is in event technology management services with a strong presence in Americas, Europe, with operations in the UK, Germany, France and Monaco and the Middle East, with capabilities to run events in Africa and Asia too.

The Challenge

The client runs its event management platform with multiple disparate systems supporting and surrounding it. For example a financial analytical system on Oracle, sales analytics using Microsoft platform, operational applications with their own database and using several different flat file based system. The decision support system required consolidation of information across all these applications either manually or through some archaic methodology. This resulted in sub optimal allocation of resources to collect information and eventually delay in decision making. The client felt there was a room for improvement in process and extracting ROI by using a BI technology driven solution.

Customer Speak

“There is no greater win as an IT leader than to be certain you’re finding the right people in the right place at the right time. The results speak for themselves: The marriage between PSAV and BizAcuity hit the grand slam when BizAcuity team’s insights from our data enabled us to make strategic decisions which not only boosted our customer lifetime value but also brought best possible business outcomes to our Executive Team.

—Bhavin Mehta
VP – IT Analytics and Software Services, PSAV

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The Approach

A structured framework was developed comprising of the followings:

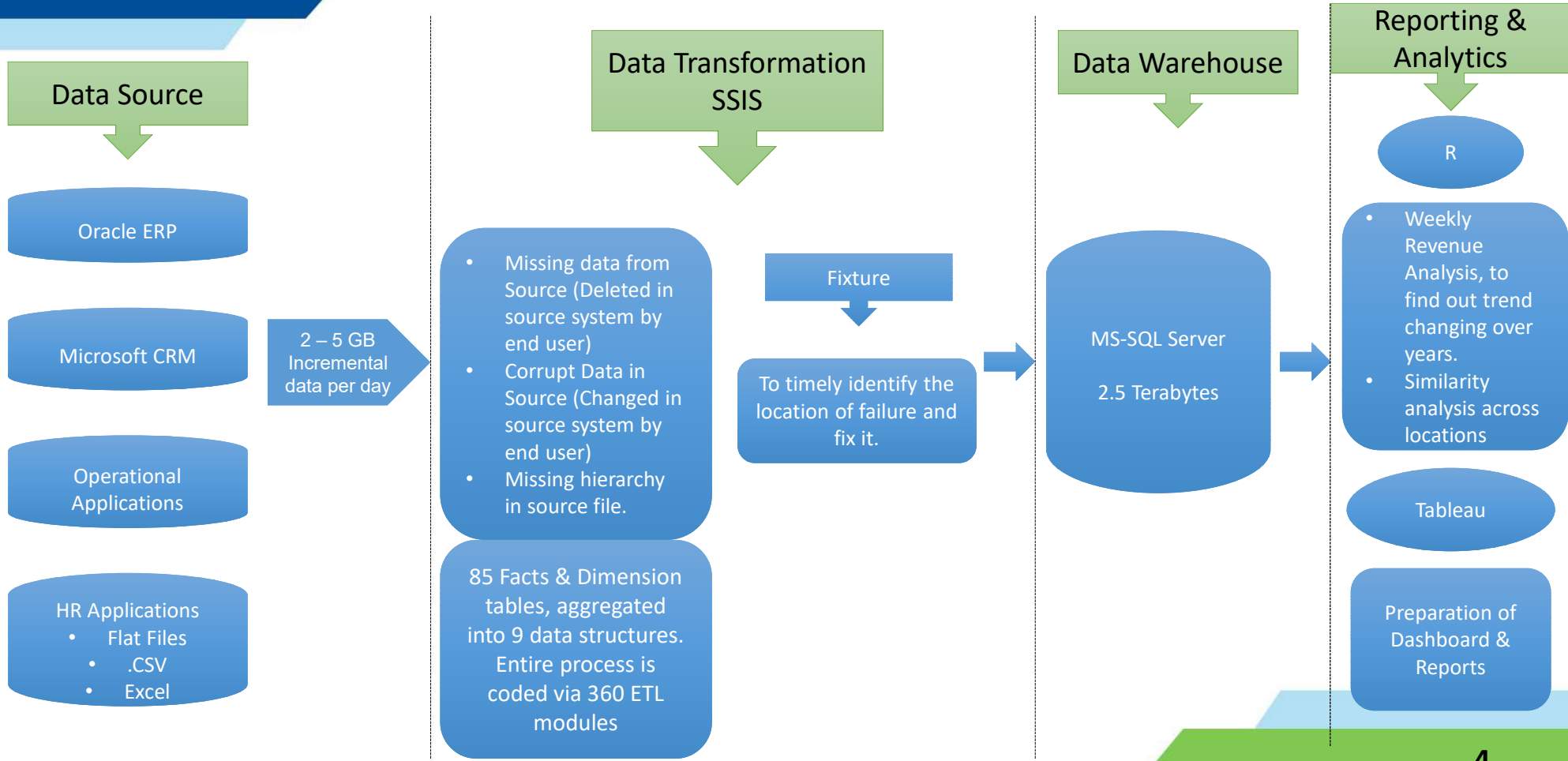
- A BI strategy was developed including Discovery, Infrastructure & Data Architecture & High Level Implementation Plan.
- Tool evaluation was based on end users ease of use, agility, intuitive, scalability and security. The selected tool was a combination of enterprise & open source BI technology stack.
- The implementation included Data Warehouse Modelling and Design, ETL (Data Transformation) development and automation & industry specific Reporting & Analytics.

The Outcome

- The project resulted in a BI layer with four core areas Financial, Sales, Labour Cost and Revenue which integrated their disparate core event system. Now a user was able to traverse through data & information from multiple systems on this BI layer with few mouse clicks. Analysts were able to rely on clean and reliable data set for solutions and decision making.
- A single unified point of truth of numbers across the business for all business users enabling quick and timely decision making.
- A set of Business Dashboards & Analytical Reports were developed and deployed using Tableau.
- Ad hoc reporting capabilities of the BI system allowed end user to create custom reports on their own reducing time and cost of report development.

“Our Journey in the field of Data Analytics and Science is in its third year, and I couldn’t ask more and wouldn’t change a thing as they are the best partner on this journey!”

—Bhavin Mehta
VP – IT Analytics and Software Services, PSAV





Contact us for the detailed solution @ sales@bizacuity.com

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