

Delivering actionable insights for a \$1 billion software firm

A 25-year old software development firm was looking to assess their data architecture environment and extract insights from over 50,000 records across prospects, partners and customers.

ADDRESSING THE MANDATE

The client needed to consolidate their customer data platform and develop effective reporting procedures that powered positive business outcomes. In that regard, they needed:

- Assessment of their current data architecture environment, specifically the security, data quality, configuration management and data visualization components
- Proof-of-Concept and pilot for the proposed integrated data platform architecture
- Implementation of modern data architecture to facilitate better reporting and intelligence, based on industry best practices

THE RESULTS

Interactive Reporting

The client is now enabled with an interactive reporting and dashboard functionality for smart visualization of customer data

Insights That Power Outcomes

We aligned data management with business outcomes by delivering a solution to extract raw records and transform them into customer-oriented insight

Self-Service Analytics

Built self-service data preparation platform to power self-service analytics

THE CHALLENGES INVOLVED

01 Unstructured Records

The client had over 50,000 records across prospects, partners, passive and active customers, which posed significant data extraction and processing challenges

02 Multi-Application Integration

Customer data/hierarchy had multiple stakeholders across different business groups and technology layers that all had varying levels of demands and expectations from the analytics platform



THE APPROACH & THE SOLUTION

Collabera engaged with the client in an advisory capacity to provide an assessment of their current data architecture with a view to,

- Build a blueprint to guide the client's BI teams in providing users with a fully functional and integrated data environment and deliver solid performance and stability on the latest release of Tableau
- Develop a roadmap to outline immediate, short-term, medium-term and long-term measures to achieve analytics and reporting goals
- Implement a modern architecture solution based on industry best practices for a large enterprise
- Provide recommendations for performance and stability improvements at each layer
- Present alternative solutions that will improve data architecture maturity

Founded in 1991, Collabera is a leading global IT staffing and services company that helps enterprises transform their technology, processes and operational models. We empower our customers by overcoming bottlenecks and silos, and building connected business systems that scale in real time.

For more information, visit: itservices.collabera.com

Get in touch with us

110 Allen Road
Basking Ridge, NJ 07920

Phone: 877.264.6424 | +1.973.889.5200
Fax: +1.973.292.1643
Email: info.services@collabera.com

