

BI Modernization Assessment Case Study

Large Health Care Supply Company

- Key Company objective was to increase margins and expand value-added services in this very cost-sensitive and competitive industry
- Company Sales and Marketing executives were seeking to leverage business intelligence (BI) and analytical applications to better understand customers and identify new higher margin product and service opportunities

Challenges

- Existing BI applications were viewed as having limited business impact and not widely used by business groups
- Significant portion of IT budget and staff was consumed by legacy applications taking resources away from investing in higher value analytics
- Company captured large volumes of customer data (both structured and unstructured), but did not effectively integrate it into business and analytical processes

Solution – BI Modernization Assessment

- 30 day BI Modernization Assessment tracked and analyzed BI/analytical application and data use by business groups. Assessed where unstructured data analysis and existing analytics could be integrated and leveraged to meet key business objectives

Assessment Results

- Identified resource-intensive legacy application that was rarely used and could be retired, enabling IT staff, budget and system resources to be applied to higher business value analytics
- Defined how unstructured customer sentiment data could be integrated with BI analysis of customer buying patterns to better predict and influence higher margin service and product purchases
- Highlighted where existing BI and analytical applications could be better leveraged by the business with improved training

Business Benefits

- Helped increase Company margins by 1% over a one year period. Combining big data analysis with structured BI and improving existing BI use enabled the Company to more effectively identify and close higher margin sales opportunities
- IT shifted 4% of total budget to Big Data integration and new more effective analytical applications. Reallocating IT budget and resources from a low impact legacy application to higher value applications enabled IT to invest in Big Data solutions without increasing overall IT budget

Contact Us

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