

PluralSoft has built a team of professionals with a cross section of relevant experiences who are qualified to deliver unparalleled end-to-end solutions for our customers.

A Large Satellite Television Company

Business Problem

A large satellite broadcasting company rapid growth wanted to boost its market-driven growth strategy to increase customer base, service offerings, reduce churn and acquisition costs. To perpetuate this growth, the company needed to transform to an information-driven organization where it could analyze customer and service profiles to drive new marketing campaigns that responded to rapidly evolving market conditions. Through this insight the company would forge stronger relationships with customers and channel partners to retain existing base while acquiring new market share.

To date, information processing and delivery for decision support was reactive limiting the companies ability for strategic investment. Disparate operational systems provided tactical information without the context of timely, consistent metrics needed to support the vision of becoming an agile enterprise. The inconsistency of metrics reported was due to:

- Lack of required change management, corporate data management and IT governance processes
- Proliferation of numerous siloed data marts and reporting data stores
- Lack of confidence in data quality of existing operational data store and data warehouse
- Heavy dependence on limited IT support for continuous tactical reporting needs
- Delays in gaining access to data from various operational and business support systems

Executive management determined to become the industry leader they must create an integrated, scalable, reliable , trusted, and performant business intelligence refinery to provide:

- Operational reporting, KPI calculations, dashboards, scorecards and predictive analytics
- A self-service environment for the end users and reduce reliance on IT for tactical reporting needs.
- Allow analysis of customer / channel segmentation and behavior, service utilization, equipment inventory, profitability analysis and demand forecasting.

PluralSoft delivery methods include:

Onsite

Offsite

Offshore

Globally Integrated Teams

PluralSoft

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Engagement

PluralSoft was engaged to provide an Enterprise Data warehouse and Business Intelligence strategy with a three year roadmap which included:

- Assessment of the current business processes, skills, technology and information architecture to align decision support infrastructure to business goals and objectives
- Establishment of an Enterprise Data Quality Governance strategy
- An Enterprise data warehouse strategy to consolidate multiple data marts for support of enterprise analytics and operational reporting
- A matrix of people/skills, organization, process (business and IT governance) and technology to power the Enterprise level strategies

Result

PluralSoft worked with line of business process and IT stakeholders to identify, document and prioritize the universe of business and IT requirements. PluralSoft then performed an extensive data life cycle analysis of the operational systems, data marts and reporting data stores for each of the major lines of business to identify probable causes for common mis-information patterns influencing reported KPIs. The client implemented recommendations of prioritized enhancements in existing data management processes, skills and technology to formalize data governance, stewardship and information architecture.

Further, PluralSoft Recommended

- A cost effective onshore-offshore strategy to alleviate a backlog of tactical operational reporting, enhance IT operations support of existing data repositories
- Consolidating technologies and leveraging vendors as partners to execute the strategic roadmap
- Augmented client staff to implement infrastructure upgrades, optimization for enhanced availability, and re-engineering of data acquisition, database design and data delivery functions.

Right Service

The Right People

- Our model is not the same as the large consulting houses – we bring small expert teams to lead projects to successful conclusion, and work with our clients internal teams to ensure knowledge transfer at every step.
- We stand behind our commitments and take ownership of our responsibilities and we deliver what we promise.

The Right Time

- Our business is not to become integral parts of your business. We measure our success by our ability bring initiatives to successful completion quickly, and ensure self sufficiency.

The Right Methods

- Key to our success if our ability to bring proven methodologies

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