



# Leading Information Services Company

## Design and Development of an External Customer Reporting and Analytical Application

### Objective

The world's largest marketing information company needed to revamp their primary customer-facing reporting and analytical applications. This web-based application is the primary vehicle for the access and distribution of marketing information the company sells as its core lines of business. Management desired to move to a more open and flexible architecture utilizing best-of-breed tools and best practice methods in the design and build.

The principal purpose of the custom Business Intelligence environment was to provide the ability for its customers to access sophisticated multi-dimensional reporting, data navigation, analytical modeling and graphical presentations via the Internet.

This capability gave the client integrated business expertise, advanced analytical capabilities, and market leadership in sales analysis over the Internet. This capability was then provided to thousands of external clients regardless of location or time zone.

### Solution

The company required the solution to provide both operational and strategic information via a web interface to ensure their diverse customer-base could access key metrics and perform marketing analytics seamlessly from anywhere a web connection was available.

CBIG consultants led the definition, design and build working closely with an international team of department leaders and other developers in the successful deployment of the application. The system loads information from retailers across the world, aggregates product and promotion information and provides a web portal for the customer to develop retailer and manufacturer specific reporting and analytical hierarchies and summaries. Additionally, the application provides comparison by retailer and manufacturer versus the entire industry or versus direct competitors.

The architecture and design of the application gives clients an open, industry standard web interface to perform their analysis. No special software or hardware is required to use the application – just access to an internet connection. Over 6,000 internal and external customers currently use the system which delivers data, reporting and analytics from a database in excess of four terabytes in only a couple seconds.

### Customer Profile

The client is a Chicago based marketing information company. Their client base includes manufacturers, retailers, brokers, media, auto manufacturers and financial services firms.

### Business Situation

The client needed to create a market leading capability around the product and services contained within an advanced decision support and business intelligence application. The solution enables customers to leverage the application of its robust market and consumer information for tailored, rapid and well informed decision-making.

### Technology

Oracle 9i  
Actuate  
Java  
XML/XSL  
Vignette

### CBIG Corporate Overview

Business intelligence and data warehousing are all we do. CBIG offers a full range of services and software targeted at your Business Intelligence environment. Whether you are implementing a data warehouse, a data mart, or need help realizing value from a project already completed, we can help. At the heart of our practice is TruCourse™, our integrated methodology, and FrogPoint™, our BI program management software.