

CASE STUDY

Optimized processes and increased profitability through data transformation and analytics

Executive summary

Who: Fortune 1000 global data management company

Goals: Optimize processes and increase profitability

Challenges: Lack of data harmonization and normalization

Solution: Created SSOT, custom-tailored managed service, defined internal processes and created actionable dashboards using Power BI, SQL Server Analysis Server (Tabular) and Oracle technologies

Results: Faster, more data-driven decisions; hundreds of millions of dollars of revenue leakage avoided; thousands of person-hours saved by automated business reporting

Overview

With its roots in the mid-1980s and going through several organizational changes throughout its lifespan, our customer emerged as one of the world's leading data management companies. As such, it had a solid understanding of how important good data quality and management was to the operations and profitability of their business.

The challenge

After coming under new ownership, the new investors wanted to optimize the business and make it even more profitable. However, the multiple organizational changes over the years and the development of independent internal departmental processes resulted in inefficiencies as well as a lack of harmonization and synchronization of data across departments.

One example of such a case is the fact that the company was unable to answer the simple question of how many customers it had. Over the years, customer information was stored on various siloed repositories, entered in non-uniform ways. For instance, one of their customers, IBM, was entered as IBM, as International Business Machines, and elsewhere as IBM Inc. In their offices abroad, it was entered as IBM Canada, IBM Australia, and IBM UK. This is only one example of numerous instances of a single customer being entered into databases multiple times and in varying formats.

The above example is simply a symptom of the bigger underlying problem, as it was not limited to customer databases, but to all stored information across the enterprise. Data elements pertaining to subscriptions, finances, services, licensing, purchase records, and others were unharmonized. This was a serious obstacle to streamlining the operations of the business, since there was no way to obtain an accurate picture of its current status.

The requirements

To streamline efficiencies and improve profitability, the company had to focus primarily on its data. Some of the most important requirements for achieving these goals included:

- Visualize the overall current status of the company in near-real time with the reporting of specific vitals and stats.
- Quickly generate accurate, up-to-date reports about various areas of business operations including finances, user base, sales, and subscriptions.
- Ensure that data is stored in a single centralized repository for use by all company departments.
- Confirm that data is verified, trustworthy, and remains so for the lifetime of the data.

“The suite of services iTalent offered to my organization surpassed all of my expectations.”

— Director of Global Talent Acquisition

Technologies Used

- Alteryx (ETL)
- Power BI Desktop, Gateways
- DAX Studio Tool
- SSAS Cube (Modeling Data)
- OBIEE/OAC (Data Warehouse)

The solution

iTalent Digital took the company's goal of streamlining the business for profitability and broke it down into its constituent parts. It was apparent that data was at the center of the issues being tackled. For this particular case, iTalent proposed a custom-tailored managed service. The solution that was delivered included the following components:

- **Creation of a SSOT** – It is of vital importance to have a single source of truth (SSOT) information system, where every data element is maintained in only one place and is maintained in a uniform manner to ensure data normalization, uniqueness, and uniformity. This meant initially taking the current data repositories and sorting them out to create this SSOT. iTalent created an intelligent algorithm to "understand" and intelligently analyze the data and recognize how it was related so that all of this data conformity could be done in an automated way. It would have been prohibitively expensive and time-consuming to sort through such data manually. The innovative use of artificial intelligence (AI) was a vital component in this process of creating trustworthy data. This proprietary algorithm, called Cross-System Modeling, uses both assisted and unassisted machine learning and earned iTalent Digital a gold Stevie® Award in the Best New Business Service of the Year category.
- **Automated reporting** – From this SSOT, multiple departments were now able to generate automated reports to deliver vital business information to administrators in a timely manner. In the past, many reports were generated manually and may have taken multiple staff several days to compile. Even so, their trustworthiness was not ensured. Now, reliable reports can be generated by a single employee within several hours, several minutes, or in some cases instantaneously, saving on hundreds if not thousands of person-hours per year.
- **Customer 360 dashboard** – One of the most beneficial results of this collaboration was a customer dashboard built on Microsoft Power BI that provides live customer information, where rich and actionable data about customers is immediately accessible.

The results

Besides the significant time and resource savings from automated reporting processes and the better decision-making that inevitably comes from more accurate data, our customer also was able to add considerable revenues to its top line by avoiding revenue leakage caused by data and systems integration errors.

Within the first six weeks of deploying iTalent's intelligent data forensics algorithm, upwards of \$500 million in leaked revenue was discovered from 12 sources across the customer enterprise that had occurred over a 36-month period, ranging from incorrect pricing or discounting and incentive overpayment to unbilled customer consumption and faulty systems integrations.

About iTalent Digital

iTalent Digital is a global woman- and minority-owned software engineering and full-service tech consulting company headquartered in Silicon Valley that champions the people side of tech. We help companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise collaboration, personalization and unified search, business insights and analytics, cloud and software development, and Change as a Service (CaaS).

The team has numerous awards to its name, including 25+ Stevie® Awards, two Forrester Groundswell Awards, five Khoros Awards, two Globee® Disruptor Company of the Year Awards, two Cisco Responsible Procurement Awards, and many others.

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