



eBusiness Company BI Optimization

Business Challenge

Many times in the world of Business Intelligence, the BI environment grows slowly and incrementally over a number of years. This mid-size eBusiness client had significant needs to access large volumes of information to analyze click-stream data, customer behavior, product effectiveness, and advertising revenue. The small data warehouse they had started with had grown to a multi-terabyte system with 15 cubes. The expense and labor required to deliver reports and queries to the business had become too expensive and too unresponsive to meet the business demands.

"Your team has had a significant impact on our organization and the way we do business."

- Chief Marketing Officer

Solution

Brightlight recommended a thorough BI assessment conducted over 100 days. Over 25 employees in the firm were interviewed, from the CEO down to the DBA. Extensive analysis of the existing operations and infrastructure, processes, and organization were completed. We also applied our BI knowledge gained from working in dozens of other corporations to determine the key obstacles that were keeping the current environment from meeting the needs of the business.

After clearly documenting the existing environment and needs of the business for BI, Brightlight began to determine the recommendations that would become the roadmap to deliver a more responsive BI environment, including the organizational structure that was needed to facilitate optimal results.

Seven key recommendations were presented to Management and after consideration internally, the client management team agreed to accept and take action on all seven recommendations.

Outcome

The outcome of the recommendations and the follow-on solution was a new BI environment on a new technology platform, a BI Governance Committee, restructuring of the BI, DW, IT, and business teams – along with alignment towards a data driven culture, and new processes in support of the changes.

At the center of the new technology platform was a 24 Terabyte Data Warehouse, which provided 100x plus performance over the previous environment, while significantly reducing the number of resources to support the overall solution. Additionally, the new technology platform eliminated the need for aggregate and summary tables, allowing the users to query detail data. The reporting environment was moved to a highly optimized environment to support direct data access to the Data Warehouse.

The overall outcome; reduced the support and maintenance team from 12 people to 4, shifting the resources towards new development and analytical efforts; enabled analytical capability that previously was almost impossible – including trending of detailed historical data; aligned the company towards data driven decision making and information collaboration.

Business Intelligence Services

Brightlight Consulting is a Business Intelligence and Data Warehousing consultancy dedicated to helping our clients get exactly the **right information - to the right people - at the right time**, to empower decision-making that will significantly improve profitability, cost efficiency and competitive advantage. Brightlight brings deep technical knowledge of all the latest BI tools, but our experience tells us Business Intelligence technology is only as effective as the strategy it fulfills and the people it enables.

Brightlight Consulting's success is based on the belief that building a consulting firm exclusively focused on Business Intelligence Services will attract a community of deeply experienced consultants with a passion for Business Intelligence and Data Warehousing. In turn, we are able to bring our clients a depth and breadth of capability and a commitment to deliver with uncompromising dedication to quality and integrity.

Brightlight's portfolio of Business Intelligence Services can help you build an information strategy to monitor your KPI's, architect and design your BI or DW solution, and develop a solution using the most cost effective technology available. We can then deploy the solution making sure improved business processes are enabled along the way.

Brightlight is able to deliver a full lifecycle solution, or you may utilize our expertise for a focused portion of your project that will benefit most from our experience. If any of the following service offerings can be useful to your business, we would be happy to discuss your project or business need.



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