



Business Intelligence Data Integration



Corporate data is an asset. Integrated, centralized and consistent corporate data is a competitive advantage. Working from a trusted, centralized data source improves not only confidence and decision-making but allows for effective data utilization across all operational and analytic initiatives. Inviso's data integration service provides a scalable and flexible platform, ensuring a client's business intelligence solution grows with the company.

Leading marketing firm

Rapid growth compromised corporate data

Hampering basic business function and performance

Obsolete data management system damages data flow and value

Corporate Challenge

After a period of rapid growth, a Seattle area marketing firm was faced with a serious challenge: recent growth had compromised the consistency, quality and basic organization of their internal corporate data. As a result, the firm could no longer rely on and trust its own data management; severely hampering its basic ability to conduct business. Their data was stored in disconnected silos across the organization and laden with duplications, inaccuracies and multiple "versions of the truth," rendering it nearly useless. Simple tasks, such as comparing year-to-year financial performance, became a time-consuming and resource-intensive task. Hampered by their cumbersome corporate data management, the firm could no longer operate in an efficient manner, hindering business interactions with clients, and damaging their bottom line.

The firm's outdated and burdensome data management system also obstructed the flow of information and insight throughout the organization. The firm had no effective way to access, share and work with a complete, current and accurate data set. This resulted in disparate spreadsheets, forecasts and reports that forced employees to resolve data inconsistencies and errors on their own initiative. While the marketing firm knew the value of leveraged corporate data, they did not possess the talent, time or resources to solve their problem.

Needed an outside solution

Contracted Inviso

Built universal data source

Solved data quality issues

Improved business efficiencies

Became a valuable resource to clients

Associated benefits

Improved overall business performance

Building a Solution

After searching the market for a business intelligence solution, the firm contacted Inviso. Immediately, Inviso's team began working directly with the client to develop a comprehensive data management solution. With the tools, talent and technology needed, Inviso worked quickly to centralize the firm's multiple data silos into a single universal data source. Designed specifically to aid the flow and sharing of information and insight across the organization, the central data source allows users to easily explore, extract and transform data anywhere, maximizing the efficiency of all data driven initiatives company-wide.

As one of the client's primary concerns was data quality, developing a trustworthy data source was critical. Once the client's data had been centralized, Inviso's teams began resolving data inconsistencies, erasing duplications and resolving contradictions. As Inviso's team explained, bad data impedes success but trusted and consistent data allows for better-informed decisions, situational awareness and ultimately a powerful competitive advantage.

As a result of Inviso's efforts on its behalf, the client was able to improve not only its own operational performance but also the quality and services it provided to its customers by, quickly and accurately, leveraging data driven recommendations. The client adopted a business intelligence solution for its own corporate data needs but, in the process, became a more valuable resource to its clients as well.

Inviso's centralized hub approach for data management reduces IT complexity while improving overall data quality, utilization and access. Built to grow with your business, Inviso's business intelligence solutions are designed to improve data flow, quality and organization. When used throughout an organization, quality data can build a solid foundation for fact-based, analytical decisions that can improve overall performance and profitability.