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Alacer

Smarter Marketing through Data Intelligence

Problem

A global software company with multiple product lines wanted to precisely target its marketing campaigns to relevant audiences

Solution

Alacer constructed scalable Decision Support Systems (DSS) that leveraged big data to enable corporate marketing groups to increase their effectiveness

Results

- Increased number of concurrent users by 50%
- Ensured availability and uptime to 98%
- Decreased manpower hours for report generation by 30% weekly

Overview

Corporate marketing executives are scrambling to understand how to leverage the huge amounts of data delivered through multiple information streams so that they can create more targeted product marketing campaigns. Greater audience impact translates to increased ROI, revenue and business market share. The Alacer Group was asked to design and implement a business intelligence system that compressed voluminous data into reliable, high quality and actionable information that could be used to help the organization better respond to rapidly changing business needs and models. By getting the right information into the hands of potential and existing customers, the company could best build market share and maximize its revenues.

Challenges

Alacer recommended creating and implementing reliable, scalable Decision Support Systems that would give the organization needed visibility into its various phases of marketing cycles. Due to the company's many data sources, the first challenge was to design a seamless business data platform that integrated information from all critical business units; this entailed extensive data cleaning, de-duping and the creation of data validation processes. Secondly, Alacer simplified the business processes themselves (i.e., workflow analysis, report creation and dash boarding) to reduce user input time and increase productivity.

Results

The Alacer-designed DSS delivered actionable information on all of the company's corporate marketing cycles and phases. Within the first year of deployment, the DSS provided high availability with 98% up time, increased the number users that could access the system simultaneously by 50%, decreased the manpower time needed for report generation by 30% weekly, and increased the efficiency of report creation and work flow by 10%.