

Case Study

BAR (Business Analysis Reporting) System



UNIFIED DATA SOURCES



Background

As an interactive marketing agency getting its start during the high tech boom of 1998 and 1999, Spiral Solutions was often approached by clients who utilized a number of different software applications to help manage their new online businesses.

As a result, critical aspects of the clients' intellectual property would be housed on separate databases, in isolated server locations around the globe, and displayed in very different formats - each specific to that particular backoffice management system, each adding to the overall picture, but each operating as separate and distinct entities.

Insights

Spiral's job was to provide branding, marketing and advertising services which would ultimately serve to unite the mismatched pieces of the puzzle and create a cohesive, integrated and strategic plan.

The only solution would be to merge each of the individual parts together into one unified business and data analysis platform.

This situation was an ideal challenge for the Spiral Team. Rather than see this as an "Achilles heel" like most other marketing agencies, Spiral saw an opportunity to merge our expertise in BOTH marketing and technology.

The result - a business management tool that resolves a multitude of technical barriers while at the same time produces a marketing solution that readily integrates across any platform to deliver business results to our clients.

Business Solution

Spiral immediately began developing this platform, which was designed and built in such a way that various backoffice tools, servers, spreadsheets and business plans could be queried, sliced, accessed, displayed, viewed and analyzed by our high-level business intelligence unit, our strategic management group, our client account marketing teams and - via a secure Web interface - our clients around the world.

The reports generated offer a seamless data analysis and business intelligence solution which unites each of the separate backoffice tools and draws data from each separate entity in order to display the following report types:

- > Generic Reports required by business owners, regardless of market niche
- > Specific and Individually Defined Reports on a per client and per market niche basis
- > Strategic Planning Reports which empower Spiral's marketing teams to seamlessly manage and execute promotional, marketing and advertising plans across client business units
- > Consumer Behavior Reports which filter and display personal and group data in order to properly target and segment individuals and groups of consumers for marketing purposes
- > Financial Reports that aggregate budgets, consumer sales and overall revenue targets and results

Each client group's reporting warehouse is securely restricted, and access is opened on a "need to know" basis only - ensuring that the highest level security and protection safeguards are in place to protect the business and intellectual property of each client.

Results

The Business Analysis Reporting System successfully and seamlessly integrates data from cross platform systems and locations - eliminating the need to shut down one backoffice system in order to view information from another one.

Marketing managers are able to follow consumers and users over a multitude of these platforms, aggregating and analyzing data on everything from consumer surfing habits, to customer purchasing habits; from country of origin to preferred method of payment; from personal information such as birthdays and anniversaries to general information such as point of entry (where the consumer was first acquired) and cost of acquisition per channel.

The possibilities of customization and application to different business markets are endless, making the Business Analysis Reporting System an essential tool for any online marketing and consumer-centric business.

For more information on the Business Analysis Reporting System, please contact info@spiralsolutions.com