PERVASIVE

CASE STUDY

autometrics
better decisions faster

Autometrics and Pervasive Give Companies a Single High-Impact View Across Multiple Markets, Currencies and Languages

Dependable automated dashboards give global view of data from 70 sources in 10 countries for smarter business decisions

"We integrated all of our client's data in a central warehouse, from 10 countries, even more languages and multiple currencies. Sales transactions and CRM data from numerous sources, web traffic information from Omniture, competitor web data, survey data, and paid search information from Google, Yahoo, and MSN all combined into one user friendly dashboard."

– Stephen Shaw
CEO, Autometrics

Challenges

- Manual dashboard processes wouldn't scale
- Eliminate data quality problems before they reach client dashboards
- Integrate multiple languages and currencies
- Automatically generate emails and text messages

Implementation Highlights

- *Fully automated systems in Costa Rica, London, New York and Los Angeles offices*
- *Fast client on-boarding, average of days, not months, sometimes within minutes*
- *Connectivity across widely disparate data sources*
- *High quality, dependable data at a glance*

About Autometrics

Autometrics enables Fortune 500 and other organizations to manage increasingly more complex data via interactive dashboards. Clients include Chrysler, Ford Direct, Honda, Motorola, Nissan, and Travelocity.

Since 2003, the company has helped its customers unlock the vital information held within diverse internal and external data sources and to obtain critical insights into their brands, markets, customers, products and services.

Management services include: performance metric definition, dashboard design, software hosting, system implementation, and ongoing data optimization and quality management. To maximize value to its customers, a subscription-based Software as a Service platform is used.
http://www.autometrics.com

EXECUTIVE SUMMARY

Autometrics is in the business of making the increasingly complex data landscape of Fortune 500 companies understandable at a glance with detailed, intuitive dashboards that provide genuine business value. In the early days, Autometrics' hosted business intelligence dashboards relied on processes that weren't fully automated behind the scenes. Multiple stored procedures had to be triggered and maintained by DBAs. CEO Stephen Shaw knew they needed something more scalable for their large clients with really complex data issues. Their previous integration solution wasn't flexible and scalable enough to meet their needs.

By leveraging Pervasive Data Integrator™, Autometrics developers were able to quickly move complex data from a wide variety of disparate data sources. Autometrics offices in Costa Rica, London, New York and Los Angeles all gained fully automated global dashboard views.

CHALLENGE: MANUAL DATA COLLECTION PROCESSES WOULDN'T SCALE FOR LARGE ENTERPRISE CUSTOMERS

With hundreds, even thousands of types of data feeds out there, Autometrics needed a solution with unparalleled connectivity to push data into the dashboards. But that wouldn't be enough. They also needed to find data quality problems up front, before faulty data made it into their dashboards, leading client businesses to faulty decisions. They wanted the ability to schedule updates and send email alerts and SMS text messages as well.

Autometrics CEO Stephen Shaw personally downloaded a trial version of Pervasive Data Integrator. In less than a day, he had installed the software, read the manual, and was setting up integration maps and processes. Right away, he saw the advantages to his business of such a powerful time-saving toolset. He started alerting his developers to how easy it was to set up integrations with the new software, and the development team commenced the process of integrating Pervasive Data Integrator into the Autometrics platform.

Stephen Shaw said, "We wanted a tool nimble enough to embed in our platform. We looked at a lot of options. Compared to Informatica, the speed with which Pervasive can be integrated is a real plus. We needed a small core that we could embed and that allowed our developers the flexibility needed to customize integrations for each client."

He adds, "We didn't find anyone else with the OEM focus that Pervasive had, combined with a rich history and a proven track record of providing the diverse data connectors that we knew we would need."

SOLUTION: PERVASIVE AUTOMATION PROVIDES CLEAN, DEPENDABLE DATA — FAST

Within 6 weeks, the development team of Autometrics had switched over from using multiple stored procedures and manual processes for client data to using Pervasive Data Integrator automation, and had already begun to see big performance gains. Within 6 months, they had completely switched over all historical maps for all clients and fully integrated Pervasive software into the technology platform for use in their locations in London, New York and Los Angeles.

Now, Pervasive Data Profiler™ rapidly analyzes data quality on every single field of every single record of data before it goes into any client's dashboard, ensuring that only accurate, clean data makes it into the system. Data with issues is kicked back for automated or manual remediation, depending on type of issue. Data that passes the test is automatically processed and pushed to the dashboards. Pervasive software schedules the updates, pushes the data, sends emails, and sends SMS text messages all seamlessly, without any need for Autometrics clients to worry about any of it. They get the data they need fast, flawlessly, and dependably every day like clockwork.

One example Autometrics customer was one of the first to use the new Pervasive-driven system. They had acquired several different brands when they contacted Autometrics for help making sense of all of the disparate data. Using Pervasive software as a component within its enterprise platform, Autometrics was able to quickly automate nightly data pulls from 70 different sources, from 10 different countries, in several different currencies.

STREAMLINED NEW CLIENT ON-BOARDING

"In the past, our approach to client migration was a very manual process for every individual client. But many of our client data feeds are similar or identical," Stephen Shaw explained. Now, Autometrics approaches on-boarding with an understanding that each new client has a certain number of data sources that their integration experts are familiar with, and some that may be completely new. They typically see a 50/50 split between known and new data sources.

With the reusable Pervasive maps and processes, they can hook up to known sources within minutes. There will always be some custom work to create new maps, schemas, and business rules to meet individual client requirements, but it's vastly reduced now. In some cases, when a client surprises them by having just standard data feeds, and no customization requests, new clients can be brought on board in minutes. That's rare, though. Enterprise level client migration and on-boarding is now down to an average of about ten days.

BENEFITS AT A GLANCE

Reliable Data. Pervasive Data Profiler screens every field and every record at lightning speed, checking the data for a variety of metrics to make certain that no incomplete, inaccurate, or flawed data makes it into the dashboard.

Scalable Business. Manual processes that couldn't scale up, now replaced with fast, efficient automated processes that remove limits to business growth. CEO Stephen Shaw says, "We can confidently talk to clients about levels of deals that wouldn't have been accessible to us before."

On-Board Clients in Days. Reusable maps and processes have brought the average enterprise level client migration down to 10 days. Some clients, with fewer customization requirements and more standard data feeds, can be up and running in minutes.

Universal Connectivity. No matter what the application or data feed, the language or format, Autometrics integration technicians can say with confidence that they can integrate it, now that they're armed with Pervasive Data Integrator.

CONCLUSION: SCALABLE AUTOMATED INTEGRATION = SCALABLE BUSINESS READY FOR SUCCESS

"Autometrics today has a scalable business that it wouldn't have had otherwise," Stephen Shaw said. Autometrics took on this project because they were deeply focused on scalable processes. They saw the known, finite number of data feeds from their enterprise clients scaling up to an exponentially more vast unknown number as the years went by. They knew the manual process they had before just couldn't handle the level of success they desired.

Now, Stephen Shaw says, "We can confidently talk to clients about levels of deals that wouldn't have been accessible to us before. Our clients can count on us to deliver accessible business intelligence data, and we can count on Pervasive."

About Pervasive Software

Pervasive Software provides agile data integration software that speeds the flow of data between applications and between organizations. Our robust technology addresses SaaS, SOA and traditional integration modes and allows customers to re-use the same software for integration scenarios that span data warehouses, real-time application integration and data exchange with trading partners.

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