



Example Use Case #3

Marketing Services Sector



PROBLEMS

- Reported information was often outdated
- The process of gathering and sharing data was too manual
- Analysts were running numbers out of a traditional BI tool and dumping them into massive spreadsheets



Data Sources

- Salesforce
- Excel
- Gusto
- SugarCRM



RESULTS

- Increased Productivity
- Real-Time Data
- Saves THOUSANDS of man hours per year in business analyst resources.
- Better Collaboration
- Access Data on any device in real time.