



CASE STUDY

RAPID BI IMPLEMENTATION - OBIEE/ OBIA

LARGE ADVERTISING AGENCY



INDUSTRY - ADVERTISING

REVENUE - 150 MILLION

NUMBER OF USERS - 150



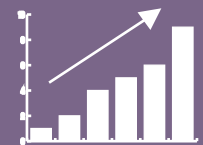
SERVICES PROVIDED

- MIGRATED DISCOVERER TO OBIEE
- IMPLEMENTED PROJECTS & FINANCIAL ANALYTICS



GEOGRAPHIES SUPPORTED

- UNITED STATES
- CANADA
- UNITED KINGDOM



BENEFITS

- INSIGHTS TO BUSINESS DATA
- KEY BUSINESS METRICS
- IMPROVED EFFICIENCIES

CUSTOMER BACKGROUND

The company is a global advertising agency established in Detroit for the past 70 years and has expanded their business operations to Canada & United Kingdom. The company specialises in various mediums of broadcasting including Print, Television & Digital.

BUSINESS CHALLENGE

With over 800 employees worldwide visibility across the enterprise was lacking, management was not confident in making informed strategic and tactical business decisions.

They had been using lot of transactional reports and were not utilizing any intelligent reporting that would support the management in making quick decisions.

SOLUTION & APPROACH

Vigilant, being the vendor that has been supporting their Financial and Projects Oracle ERP systems, identified the lack of reporting and took the initiative to work with the management to kick start the rapid BI reporting strategy.

Vigilant brought in key resources that had strong BI skills to work with the business to identify the requirement to establish a dashboard that would report on key KPI's on the Financials end as well as on the operational analysis. To name a few reports are Budgets Vs Actuals, Cash forecasting, Resource utilization, Vendor spend etc.. Vigilant team documented the requirements, developed and deployed the rapid BI program in 12 weeks.

BENEFITS

- Analysis on historical trends
- Migration of Discoverer reports to OBIEE.
- Cost effective and highly scalable solutions to handle the companies continued growth
- Integration of processes and usage of common data across all functions
- A consolidation of technologies and reporting tools

ABOUT VIGILANT TECHNOLOGIES

Vigilant is a global IT Services firm specializing exclusively in Oracle Professional and Managed Services. Headquartered in Troy, Michigan, Vigilant's global presence provides our customers with a wide range of service delivery options, including on-shore, near-shore and off-shore models, as well as 24x7, "follow the sun" service for post-deployment support.