

# Global Digital Entertainment Technology Company



## CHALLENGE -

*Self-service analytics on top of a single view of the organization*

## RESULTS -



The Company provides best-in-class guide search and recommendations for digital entertainment. Their services are used by companies such as consumer electronics (CE) manufacturers, cable operators, websites, and social networks.

## Business Opportunity

The Company wanted to be more data-driven. The executive team demanded more analytics and reporting. End users were tired of waiting around for IT to deliver reports. Objectives were to:

- Provide executives with a holistic view of company metrics
- Enable organization with self-service analytics to make data-driven decisions
- Scale analytics with minimal IT resources

## Technical Challenges

- Hundreds of disparate metrics and reports spread across the organization
- Replace Oracle OBIEE solution

## Results / Outcomes

- Enterprise reporting solution provides a holistic view of 138 metrics across the company
- Enables end users with self-service analytics
- Decreases time to value for new deployments (departments and use cases) – from months to weeks

## Why Birst?

- Networked BI solution allowed for self-service analytics while instilling data governance
- Automatic Data Refinement eliminated the need for a 3rd party ETL tool
- Low IT requirement resulted in the need for only two IT resources