



SUCCESS STORY



Disparate Data Woes:

Making the data work efficiently

As both the political and economic landscape changes, non-profit organizations of all types are seeking to increase their visibility and reach out to sympathetic constituents to gather support both for their programs and for their political agenda. The challenge – how to coordinate their efforts, track their efforts and reduce the need for ongoing technical assistance with the data they have on hand.



NATIONWIDE NON-PROFIT
ORGANIZATION

Location
USA

Type
Non-Profit

Solution User Community
800+

Funds, Contributions & Fees
\$1.5 Billion

THE CUSTOMER

The client is a well-known, national non-profit agency focused on the needs of underprivileged women and children. The organization also has a wide network of affiliated entities that work very closely with Federal and State Governments throughout the United States.

THE CHALLENGE

The organization wanted to increase its ability to reach out to sympathetic constituents and gather support for their political agenda. They already had a large team of marketing partners and sympathetic advisors who were willing to help them increase their reach to individuals in all congressional districts.

To help in this cause, the organization has subscribed to several (5-7) external databases that provide information about the constituents they are trying to reach. The internal team of advocates is expected to establish contact with the individuals to explain the organization's philosophy and solicit favorable responses.

The challenge comes in the need to allow the advocates to access the data from each of the sources, while at the same time eliminating the chance of message duplication to the same individual who may be listed on more than one database the organization subscribes to. Since the data from each source is refreshed periodically, the process would need to be repeated frequently. Finally, the organization has limited IT resources and therefore a need to have a solution that operates in a hosted environment is essential.

The organization wanted to implement a solution that would reduce the need for ongoing administration during the process of Data Extraction, Standardization, De-Duplication, and transmission of the data. The solution needed to be run on Intel based hardware and be easily portable over to the ASP service model.

The solution also needed to provide for online as well as off-line reporting capabilities as well as allow import/export to Microsoft Excel.

THE SOLUTION

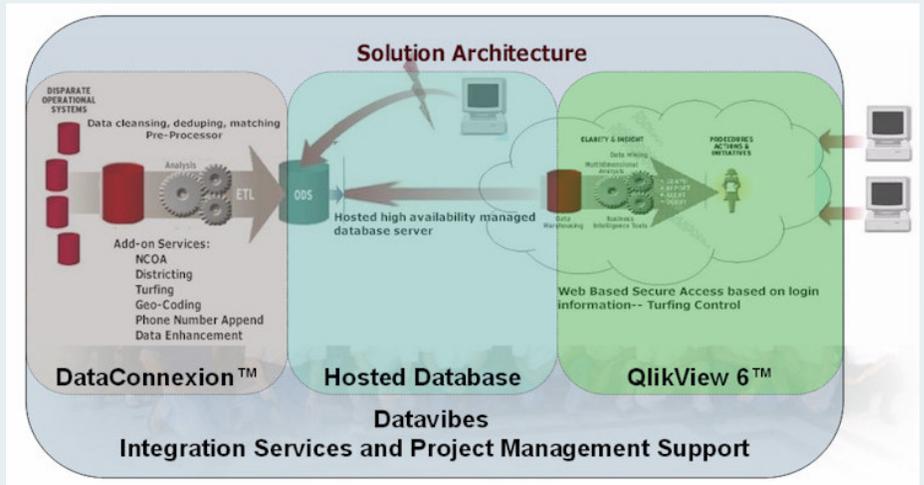
Visvero proposed a product-centric solution that would allow the client to significantly reduce the costs related to the project. This approach also allowed for a quicker implementation cycle (3 weeks). The main components of the solution were DataconneXtion the ETL toolset, QlikView for BI tasks and reporting as well as MS Excel import/export.

A central data repository was built, comprised of a data pre-processor to extract the data from the seven disparate data sources. The incoming data formats ranged from text files to RDBMS. The DataconneXtion pre-processor merges the data into one database and runs a standardization and integration to eliminate data noise. The resultant database is hosted on a central server where QlikView allows users to run online as well as offline reports.

THE RESULTS

- End-to-end solution time line of 3 weeks.
- 54% year 1 savings.
- Sub \$100,000 solution.
- Seamless, error-free transition
- No capital investments
- 60% lower cost.

The solution, functional in 3 weeks, enabled the organization to pull information from disparate databases into an end-user friendly format to empower them to reach out to sympathetic individuals in each congressional district and get their message out quickly, efficiently and with confidence that the data they were using was correct.



50% Year One Savings

15-Day Implementation

Error Free Transition

ABOUT VISVERO

Visvero Inc. is a Business Intelligence Solutions Integration company headquartered in Pittsburgh, Pennsylvania. The company was spun off as a separate business unit from Datavibes, Inc. where the team was providing Business Intelligence services since 2003.

While providing business intelligence services under the Datavibes umbrella, the core team noticed a recurring challenge for clients was that their performance enhancement projects were becoming huge money pits, with varying degrees of success and consultants billing time to ongoing enhancements — never really closing out on any BI project implementation.

The Visvero team seeks to change this trend. Our goal with any BI project is to allow organizations to say,

“Business Intelligence ... Done.”

WHAT WE DO

Specializing in data visualization and integration allows our clients to have a consistent Vision (VIS) of Truth (VERO) across the enterprise.

The Visvero team is diverse — consisting of business consultants, technology experts and tight partnerships with software technology developers. This enables us to deliver the best Business Intelligence tools and thinking to our clients and track the progress and sources of variances when needed.

While many Business Intelligence consultants only deal with full-life cycle projects, Visvero has developed an understanding that every organization's needs are different, and thus our services have evolved to fit our client's needs, rather than an arbitrary definition of a BI project.

Our services include specialties in the Planning, Implementation and Adoption phases of Business Intelligence projects.

HOW WE HELP: NON-PROFIT

Visvero enables non-profit organizations of all sizes to make the right decisions, even in uncertain economic times. Non-profits can get insights in all areas – financial management, program management, donor relations and volunteer recruitment in a more intuitive way by using visually appealing user interfaces that are in analysis-ready mode. These could include online portals, executive dashboards, scorecards, heat charts or other integrated reporting models.



Contact us today at info@visvero.com or visit www.visvero.com for more information