

The Situation

Integra's client, a leading product development software firm that provides Product Lifecycle Management (PLM) and Enterprise Content Management (ECM) software solutions, wished to substantially expand its use of Siebel Analytics to gain greater insight into customer demographics, behaviors, and buying habits to create predictive analytics that could improve the effectiveness of its marketing and sales campaigns.

The Challenge

This marked increase in demand for detailed customer analytics came at a time when the organization overall was trimming budgets and cutting IT staff. Consequently, the marketing organization found itself unable to garner support from IT to implement the needed extensions to Siebel Analytics. This resulted in lengthy delays in responding to the analytics requests of the business, and an ever-increasing backlog of reports and dashboards waiting to be built.

The Solution

Integra brought to this client an experienced team of Siebel Analytics consultants who were able to quickly understand our client's business and information needs, and help our client implement the needed extensions to their Siebel Analytics environment. Over the course of several months, our team worked diligently to help the client clear its backlog of requests.

The Results

As a result of our work, our client was able to move forward with its plans to develop deeper customer insight and predictive analytics, which have been of substantial benefit to this company's marketing and sales efforts.



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