

SOURCEMEDIA GAINS INSIGHT INTO CUSTOMER DATA WITH BUSINESSOBJECTS



“Without a comprehensive BI and EIM solution, we weren’t maximizing the value of our customer data. Now, with BusinessObjects, we’ll spend a lot less time digging for data – and a lot more time analyzing it.”

Ivan Latanision, Chief Technology Officer, SourceMedia



Industry
Publishing

Business Process
Marketing, sales, customer needs analysis

Challenge
Aggregate and correlate customer information from 25 disparate data systems. Empower sales team to focus on selling strategies.

Why Business Objects?
Business Objects offers a complete single-vendor business intelligence and information management solution that helps SourceMedia to leverage the value of its data.

Business Objects Products and Services
BusinessObjects Enterprise Premium

BusinessObjects Data Integrator

BusinessObjects Dashboard Builder

BusinessObjects Composer

BusinessObjects Set Analysis

BusinessObjects Web Intelligence

Crystal Reports

CHALLENGE

SourceMedia is a business-to-business publishing company that provides market information to financial services and related industries through its publications, industry-standard data applications, seminars, and conferences. Its flagship publications, including *American Banker*, *National Mortgage News*, *The Bond Buyer*, and *Accounting Today* – plus the premier business intelligence (BI), analytics, and data warehousing magazine *DMReview* – have helped build SourceMedia’s reputation as the preeminent information source in its respective markets.

In existence for more than 170 years, SourceMedia has accumulated an enormous amount of customer information. The challenge is to manage and exploit this information. With 25 disparate data systems, the company had no way of aggregating and correlating data to get a complete picture across different product lines and customer types. SourceMedia couldn’t tell who was doing what business across its advertising, subscription, or software products, nor could it determine what relationships existed between parent companies and subsidiaries.

“On a consistent basis, it was nearly impossible to name our top customers across all of our product lines,” says Ivan Latanision, chief technology officer at SourceMedia. “Compiling that data involved considerable manual labor. In fact, we’d start from scratch each month, spending a few days creating a report on just the company’s top advertisers.” As a result, SourceMedia’s sales representatives were spending too much time digging up data that should have been readily available – and not enough time focusing on cross-selling and up-selling strategies. They needed a way to gather information quickly and easily so they could speak intelligently to customers on how SourceMedia’s products or advertising campaigns were meeting – or could meet – their specific business needs.

With a long-term vision of establishing an enterprise information management (EIM) system, SourceMedia sought to do some corporate householding to better understand the hierarchical structure of customer organizations, as well as to build more sophisticated customer networks. “The need to invest in the integrity of our information was a no-brainer,” says Latanision. “A combination of business intelligence (BI), data integration, and data quality technologies would let us assemble our data more easily to better understand our customers and grow business.” SourceMedia wanted a single vendor that offered a complete BI solution, including extraction, transformation, and load (ETL) and data quality software. It also wanted to simplify reporting and analysis sharing, so when anyone created a report, all relevant users could access it.

APPROACH

SourceMedia discovered that Business Objects, an SAP company, offers a complete BI solution along with robust information management software. Latanision explains, “Our decision to go with Business Objects was an easy one. First, I’m a big fan of Firstlogic data quality software – which Business Objects acquired – and so the level of integration between the ETL solution from Business Objects and the data quality tools was a huge plus. Second, the other BI vendor we considered doesn’t have an integrated data quality tool, which I feel is a critical requirement for an EIM solution. Third, with Business Objects, we could leverage our existing expertise with Crystal Reports®. And we’d be getting a dashboard product that’s easy to navigate and provides a great interface for analysts who want to drill down.”

SourceMedia selected BusinessObjects™ Enterprise Premium software as its BI platform. From Business Objects, the company is leveraging key BI applications, such as BusinessObjects Dashboard Builder, BusinessObjects Web Intelligence®, and Crystal Reports, and information management software, including BusinessObjects Data Integrator and BusinessObjects Composer software. After deploying BusinessObjects Data Integrator software, SourceMedia's first step was to pull data from six accounts-receivable systems – on approximately 1 million customers – into a data warehouse. Next, the company plans to use data quality tools for data parsing, standardization, correction, matching, and consolidation.

Upon completion of corporate householding, SourceMedia plans to shift a portion of its traditionally print-based business online. By integrating its data warehouse with a Web click-stream solution, the company can see where people navigate on their sites, how much time they spend in different areas, and what content brings in the most traffic. With this knowledge, SourceMedia foresees improving insight into customer needs, enhancing support for advertisers, and identifying new product opportunities.

RESULTS

“A foundation of trusted information is critical,” says Latanision, “and a big piece of our long-term strategy relies on having the Business Objects infrastructure in place. While we initially are seeking to enhance reporting, our goal over time is to begin more trend analysis and data mining. As we get additional senior managers onto the system, dashboards and Web analytics will come more into play.”

By integrating internal data sources and creating a single view of corporate information, SourceMedia already anticipates minimizing the time it spends searching for and manipulating data – and maximizing the time it spends on data analysis. It also plans to eliminate reliance on IT to create reports, and to improve customer support by having a single, complete view of customer data. By achieving a better understanding of customer patterns and behavior and by obtaining demographic information to use in segmenting customers, the company will be able to start identifying new revenue opportunities for cross-selling, up-selling, and product innovations that will also help grow its online presence.

“Without a comprehensive BI and EIM solution,” says Latanision, “we weren't maximizing the value of customer data. Now, with BusinessObjects, we'll spend a lot less time digging for data – and a lot more time analyzing it.”

businessobjects.com



© 2008 Business Objects. All rights reserved. Business Objects owns the following U.S. patents, which may cover products that are offered and licensed by Business Objects: 5,555,403; 5,857,205; 6,289,352; 6,247,008; 6,490,593; 6,578,027; 6,831,668; 6,768,986; 6,772,409; 6,882,998; 7,139,766; 7,299,419; 7,194,465; 7,222,130; 7,181,440 and 7,181,435. Business Objects and the Business Objects logo, BusinessObjects, Business Objects Crystal Vision, Business Process On Demand, BusinessQuery, Crystal Analysis, Crystal Applications, Crystal Decisions, Crystal Enterprise, Crystal Insider, Crystal Reports, Desktop Intelligence, Inight, the Inight Logo, LinguistX, Star Tree, Table Lens, ThingFinder, Timewall, Let there be light, Metify, NSite, Rapid Marts, RapidMarts, the Spectrum Design, Web Intelligence, Workmail and Xcelsius are trademarks or registered trademarks in the United States and/or other countries of Business Objects and/or affiliated companies. All other names mentioned herein may be trademarks of their respective owners. Part # CS167-B