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Nicola Lapage

Head of Insights at DataOrbis

DataOrbis Creates Future-Focused Data Partnership to Serve its Global Clients



Data and technology solutions powerhouse chooses Pyramid Analytics for its superior data capabilities, flexibility, features, and support

CHALLENGE

DataOrbis' previous data visualization platform couldn't process the amount of data DataOrbis needed to process. The result was to break up reports into multiple subsets of data requiring clients to log into multiple reports.

DataOrbis' previous data visualization platform was increasing in price and decreasing in support.

DataOrbis' clients couldn't make simple report changes. Clients were frustrated, as was the data visualization team, which had to make all the edits.

Data models were taking many hours to create, so day-of data was never current.

SOLUTION

Pyramid's multi-source direct access to any data at scale in a single view.

Pyramid's superior customer support and cost-effective licenses and pricing options.

Pyramid's AI-guided, governed self-service experiences for any person in the organization to access data and uncover insights.

Pyramid's multi-source direct data access with the fastest direct query engine on the market.


RESULT

Multi-source client data is now housed in a single solution with the ability to report down to a store or product level.


Best-in-class support surpasses client's expectations, while cost of ownership decreases.

End-users can access the visualized data and make simple report changes, resulting in delighted DataOrbis clients, and a data visualization team that can spend their time on more value-adding activities.

The amount of time it takes to get updated day-of data into reports has decreased by 50%–75%, allowing DataOrbis clients to get their reports — and act on that data — much, much faster.



With offices in several major gateways, DataOrbis provides data and technology solutions to some of the world's best-known consumer brands. A Smollan-owned company, DataOrbis works across 5 continents, primarily serving manufacturers, retailers, and distributors within the FMCG (fast-moving consumer goods) industry.



DataOrbis' goal is to transform companies into businesses driven by data. They help their clients implement solutions to track performance and ultimately help them make better business decisions. DataOrbis' solutions range from data management and visualization services to solutions that enable data-driven execution in stores.

"Our clients rely on our data," says Nicola Lapage, DataOrbis' head of insights. "It's an integral part of their business, and they use it to make the most important decisions in their business. So, it's vital we have a tool that delivers well."

THE CHALLENGE

DataOrbis was finding it difficult to process the amount of data they needed to process. With their previous data visualization platforms, they constantly had to break up reports into multiple subsets of data to handle the amount of data in one report. Even worse, their clients were having to log into multiple reports to see their information.


The company was also challenged by the number of small report edits and changes they received from clients monthly. Minor adjustment requests came in all the time, resulting in a frustrated data visualization team who was spending valuable time making those changes.

"We were finding the solution we had couldn't quite meet the requirements of all our end users," Nicola says. "We have quite a wide variety of end users we report to, CEOs of companies, as well as field sales and merchandising teams in stores. We need a tool and a set of reports that cater to both those kinds of end users — and everyone in between."

THE SOLUTION

DataOrbis embarked on an intensive POC process, considering myriad tools in the data analytics market. In the end, they chose Pyramid Analytics primarily for the breadth of its capabilities, its unmatched flexibility in providing robust data access to their customers — wherever and whomever they may be — and its superior customer support.

"The reason we chose to go with Pyramid is we felt they could offer what we see as a true partnership with our analytics provider," says Tamryn Le Riche, DataOrbis' customer success manager, who has overseen the migration to Pyramid. "The support they offer us is best in class and the licenses are much more cost effective. Their innovation in the advanced analytics and predictive



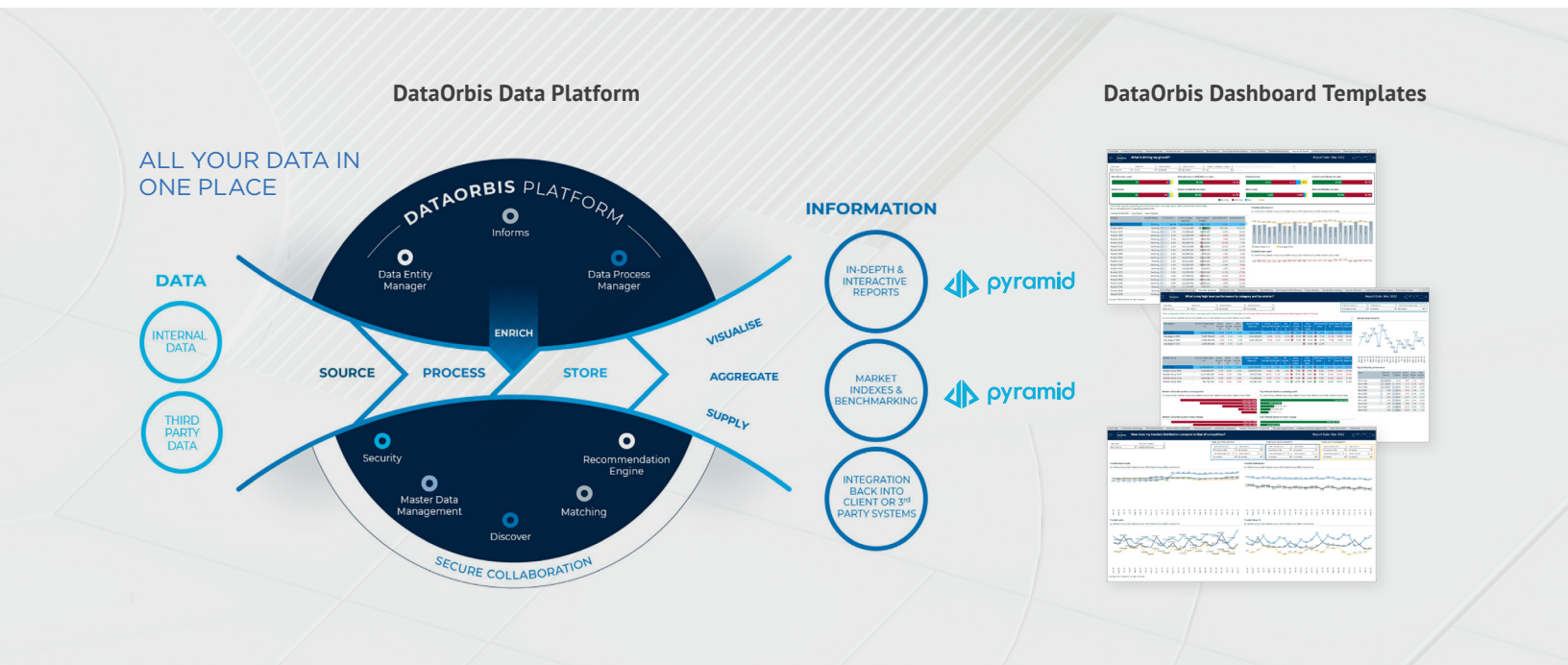
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T. Le Riche

Customer Success
Manager at DataOrbis

analytics space is also impressive and this is where we see most of our business growth coming from in the future.”

DataOrbis uses its custom built SMART DATA platform to house and process its data. The SMART DATA platform ingests, integrates and stores the data. Once harmonized this data is pushed into the Pyramid Analytics platform’s data models. DataOrbis builds all its front-end calculations and dashboards in Pyramid.



THE RESULT

Pyramid’s unified analytics experience gives DataOrbis direct access to any data at scale in a single view. “One of the biggest benefits we are seeing is Pyramid’s ability to work effectively with large sets of data,” Tamryn says. “What this means is that we are now able to house each client’s data in a single solution and report down to a store or product level where needed.”

DataOrbis is also using Pyramid to deploy AI-guided, governed self-service experiences for any person. “Another big win for our clients is the interactivity of the end reports in Pyramid,” Tamryn says. “Our previous reports were static, and end users could not make quick and easy edits to them. It’s critical for us to give the end user the ability to change or add in content where needed.”

“Our clients are benefitting from Pyramid’s add, swap, and dice features, and it’s actually been game changing for us internally as a business, because it means our data visualization team no longer needs to spend a large portion of their month doing small report edits. They can put their focus on adding value where our clients need it most.”

DataOrbis clients are also enjoying vastly decreased reporting refresh times. With Pyramid, the amount of time it takes to get updated day-of data into reports has decreased by 50%–75%, allowing DataOrbis' clients to get their reports — and act on that data — much, much faster. This is a key driver toward DataOrbis' goal of transforming companies into businesses driven by data.

The Future

As they continue their migration to Pyramid, DataOrbis is looking forward to bringing predictive elements into their reporting — and satisfying their clients' appetite for accessing reports via mobile devices. They have developed and grown their implementation team allowing them to use their experience and learnings to help new clients migrate their analytics to Pyramid.

"We are very excited about our future with Pyramid," Nicola says. "We feel immensely proud of the partnership we've built, and we look forward to furthering that in the future."

