



ANALYTICS ADVISORY & IMPLEMENTATION SERVICES

Whether you are looking to identify the right metrics, need help designing meaningful dashboards and reports or want to deliver content on mobile devices, Cervello can help.

Analytics are more far-reaching in today's organizations as a broader range of users recognize their value in delivering key business insights and intelligence. Often times management, sales and marketing, finance and HR teams are working to solve a problem, answer a question, execute on a strategic business initiative, get insight from new data, or simply get an understanding of the past to plan for the future. This is difficult when information is not readily available and accessible by a medium that provides good reporting and analysis.

Cervello's Analytics & Information Management team understands how to leverage analytics to provide insight that uncovers opportunities which empower decision-making and action. We excel at addressing data management challenges so that you can leverage your data assets for competitive advantage. We are experts in advising on and implementing analytical solutions that can help you find insights fast. As your partner, we'll help bring life to your data. Our extensive experience in dashboard design and data visualization enables us to take dull, boring data and turn it into aesthetically pleasing, eye-catching design that spurs new levels of understanding and insights about your business.

We take an agile approach to analytics recognizing that the real value to the business is in quickly and iteratively releasing new functionality that enables your teams to keep asking more questions and drive insights.

Cervello's analytics technology competencies include: Birst, Oracle OBIEE, Tableau, Redshift, and SAP HANA.

OUR ANALYTICS ADVISORY & SOLUTION IMPLEMENTATION SERVICES INCLUDE:

- User Experience & Data Visualization Design
- Custom Analytical Solutions
- Mobile Analytics

OUR BIRST SERVICES INCLUDE:

- OEM Embedded Analytics
- Two-Tier Architecture Strategy & Design
- Tableau Integration
- Appliance Installation & Configuration



FACILITATING BRAND INSIGHTS AT A MULTI-NATIONAL CONSUMER GOODS COMPANY

A diverse, multi-national consumer goods company approached Cervello with a specific goal: “Winning in search” by driving up their overall “Share of Voice” within the digital marketing space. Cervello’s objective was to provide visibility into their online presence by reporting on Google Analytics, Facebook, and YouTube data in a way that would facilitate marketing insights on the global, regional, and brand levels. Leveraging Birst’s BI capabilities, Cervello consolidated dozens of data sources from around the globe into a single, interactive dashboard. The new format presents a highly visual, side-by-side representation of data, focusing on the most valuable social media metrics. The end product is an intuitive tool that encourages analytical insights and informed decision making via CSM and Social Listening, leading to optimized marketing focus.

STREAMLINING EMPLOYEE RECRUITING WITH ENHANCED ANALYTICS AT PEOPLE ANSWERS

PeopleAnswers suffered from inconsistent metrics, a lack of trust in the data provided in dashboards, an absence of rich business intelligence functionality and an inability to see historical trends and changes. Using Birst, Cervello implemented a change data capture ODS environment and integrated the ODS into a SaaS-based data warehouse and analytics environment. We also integrated SSO to create a seamless user experience. Now, PeopleAnswers has improved trending capabilities, deeper analytics across broader data sets, and increased trust in the data.