

GlobalEnglish Relies on PivotLink On-Demand BA for Powerful Sales Reporting and Analysis Capabilities

“PivotLink On-Demand BA offers a compelling value proposition – it is deployable in weeks, not months or years and it extends more data to more users in a self-service model. Overall it enables better decisions, actions and business processes.”

— Ken Daniels, Sales Analyst, GlobalEnglish



INDUSTRY

- On-line Education

GEOGRAPHY

- Worldwide

CHALLENGES

- Existing solution could only report on one set of sales data
- Executives needed consumable, up-to-date reports with reliable data
- Needed a BI solution that could support reporting and analysis across the business

RESULTS

- Integrate data from existing systems with no need for re-entry
- Comprehensive view of sales analytics for improved decision making
- Ad-hoc reports generated in seconds rather than hours
- Easy-to-create dashboards for executive management

CHALLENGE

Founded in 1997, GlobalEnglish has become the leading provider of online learning and support for business English communication. It is the preferred choice of the world's largest companies, including Cisco, Deloitte, Deutsche Telekom, Hewlett-Packard, Hilton, John Deere, Procter & Gamble, and Wyeth.

The company had a SaaS BI tool in place, but its output fell short of executive expectations because it only reported on Salesforce.com data. To get better visibility into the business, sales data would need to be analyzed along with other data sources – and they wanted something more powerful, collaborative and expedient than Excel. “We realized that we needed a long-term relationship with a stable on-demand BA vendor,” said Ken Daniels, Sales Analyst for GlobalEnglish. When we realized we wanted to build a stronger analytical foundation not just for our sales department, but for the entire business, PivotLink helped open our eyes to the how we could make this happen.”

What GlobalEnglish needed was an on-demand BA solution that could:

- Provide comprehensive reporting and analysis capabilities with a fast time-to-value.
- Easily integrate any type of data from other operational systems into the sales reporting process.
- Enable business users to design business dashboards with easy-to-use drag-and-drop controls.

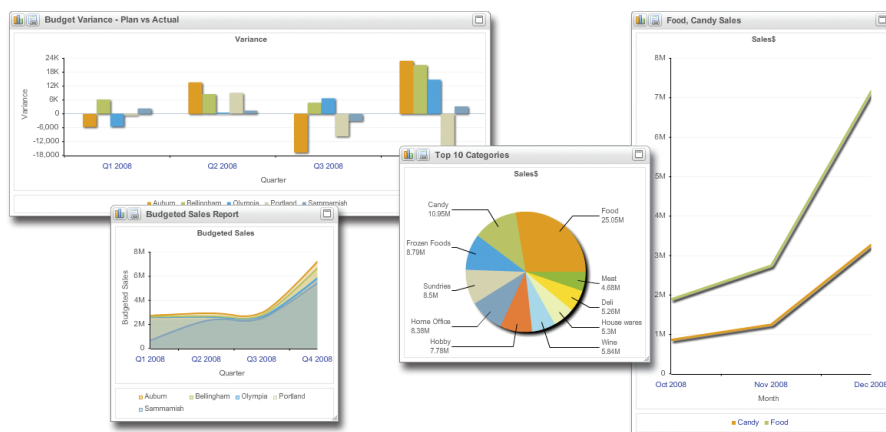
SOLUTION

While many other solutions provided comparable functionality, Daniels said PivotLink's dashboards stood out as a key feature for its executive management to easily view and customize sales data for analysis. “There are monthly metrics our executives expect to see. In PivotLink, I can create reports and dashboards really quickly,” said Daniels “and the executives love them.”

“With our other solution, we couldn’t aggregate, analyze and process data quickly enough to support critical decision that needed to address the issue at hand. PivotLink allows decision makers to get more timely insights from our data, ultimately helping drive better decision making and business performance.”

— Ken Daniels,
Sales Analyst, GlobalEnglish

Another key strength PivotLink offered GlobalEnglish is the ability to integrate data from marketing, finance, operations and service. The company’s previous solution could only import Salesforce.com data and while this enabled executives to look at sales data, there were other data sets Daniels wanted to use that would provide a broader picture of the company’s business pulse. “PivotLink On-Demand BA helps me keep the executive team in-the-know by delivering insight that can be consumed as needed to make fact-based decisions that drive revenue,” said Daniels.



Identify trends in sales data

RESULTS

For GlobalEnglish, executives now get customized dashboards with rich graphics that are fast and easy to create. Not only does this give a comprehensive view of sales, but it also enables Daniels to be more effective. “In a way, PivotLink makes me look good in my job. Recently, I got an email from the Vice President of North American sales telling me he loves the dashboards. That made my day,” said Daniels.

PivotLink has given GlobalEnglish the ability to easily integrate data from sources other than Salesforce.com that will enable executives to be in-the-know about broader aspects of the business. The ease of use in creating reports and dashboards has allowed Daniels to be more responsive to management’s needs for targeted reporting and analytics. The company is looking to expand its deployment to a wider user base. “We are starting to talk with our internal operations team about enabling other parts of the company to use PivotLink, for a more comprehensive view of the business,” said Daniels.

Benefits:

- Simplified, powerful reporting process
- Comprehensive view of sales analytics for improved decision making
- Ad-hoc reports generated in seconds rather than hours
- Easy-to-create dashboards for executive management
- A platform for enterprise BI

PivotLink is a leading provider of on-demand business analytics.

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