



MULTI-SOURCE REPORTING SOLUTION





CUSTOMER PROFILE

Mid-tier Digital Marketing Agency providing full service consulting for Enterprise Clients throughout Europe

ENGAGEMENT TYPE

Create marketing collateral around existing IP for a customer facing BI portal

ENGAGEMENT APPROACH

A core content consulting team led by Digistak Technical Lead and working with Client Developers to understand EzBI USP and key features.

BUSINESS CHALLENGE

Client had developed a web portal to host custom built dashboards using PowerBI embedded. Using EzBI, Client analysts could build the dashboards locally and then upload into EzBI where they could be shared across Client/agency staff. The idea was to market the product to SMB Clients looking for pre-built dashboards for common reporting scenarios. The target audience was exclusively SaaS companies looking for deeper insights into the LTV performance trends over time along with automated monitoring of churn rates.



EzBi



OUR SOLUTION

Our solution was delivered at 2 levels. Firstly, Digistak SMEs worked with Client staff to identify key metrics for SaaS companies. Dummy data was created in Amazon RDS along with PowerBI embedded dashboards in embed mode. These were then hosted inside EzBI from within the Client portal Admin interface. The Content team then proceeded with creating long form content outlining the business value of EzBI in terms of simplified access and lower costs for collaborative analysis as compared to other products on the market. Our posts also talked about the various data points involved, the high-level process for data integration architecture and finally how these dashboards could be easily extended with additional meta data overlays to provide significantly enhanced insights into marketing performance.

PROJECT DELIVERABLES

- Independently researched marketing performance metrics of relevance to SaaS Companies
- Reporting database consisting of tables filled with dummy data for PowerBI reports
- PowerBI reports (built using PowerBI embedded) uploaded into Client workspace
- Long form content describing the various business and technical features of EzBI
- A comprehensive Powerpoint deck summarizing key features and USPs of EzBI



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