

Case Study for Birst

Embedded analytics with real-time intraday processing across all channels



Sales and marketing services company that operates within the consumer goods industry



Business Opportunity

- Store-level execution to manage reps' performance and inventory alerts
- Retailer execution to manage brand campaigns across retailers, store sales lift and campaign planning
- Shopper events

Technical Challenges

- Near real-time intraday data processing for ticket answer data.
- 1000+ end users who need easy-to-consume information

Why Birst

- Enterprise Scale and Speed to value.
- Easy-to-use, interactive dashboards for 1000's non-analytic users

Results

- Analysts focus on ad-hoc discovery, not manipulating data
- Crossmark delivers insights to retailers; locks in loyalty

Data Sources

