appsbroker

insight**NOW**

Optimise the value of customer, supply and workforce data to drive performance improvements and increase sales

Data is priceless - and more vital to business than ever

Data is the world's most valuable resource.

Recent events have shown us how quickly the business landscape can be impacted amidst economic, social and political changes. While many organisations have faced enormous challenges to revenue, workforce and sustainability, some have continued to thrive even during the global pandemic. They have done this through a focus on data - not just in terms of technology, but also through cultural adaptation.

Leading innovators, such as Amazon, have been able to experience enormous growth, even during lockdown - through being able to understand unprecedented circumstances and unpredictable consumer behaviour in real time.

For the three months ended in March 2020, Amazon revenues were up by 26% over the equivalent period in 2019. (Fortune, 2020)

A successful data strategy should combine the intelligence of big data with the agility of real-time insight, and should weave these into the fabric of the organisation such that every colleague and team embraces data culture. This has both immediate and long-term positive effects on businesses. These can range from significant improvements to revenue performance year-on-year, through to enhanced transparency of activities and sustainability of global operations.

Less than 50% of the structured data collected from IoT is used in decision making

10% increase in data accessibility can lead to **>$65mil** additional income for Fortune 1000 companies

Surprisingly, **99.5% of collected data** never gets used

60% of annual revenue can be generated during peak trading events

Optimise at the point of work

In 2020, every human on the planet is estimated to create 1.7 megabytes of information... each second!

Data analysis has historically been retrospective, learning from previous outcomes, drawing conclusions and acting accordingly. We can learn from mistakes and also understand what has driven performance, but when this analysis is conducted hours or even days after the impact has been felt, businesses can do nothing to intervene.

To move from reactive to a more proactive way of working, business critical data is need at source, at the point of work rather. By viewing, analysing and acting upon data in 'real-time', businesses can push further resource into high performing areas and intervene where data shows issues and for these changes to have a genuine impact on outcomes. Capturing these trends as they emerge enables businesses to be proactive in their goals to optimise performance.

The sheer volume, velocity and variety of data generated by modern businesses continued use of digital makes capturing and leveraging this data in real-time a challenge. To harness the true opportunity of real-time analysis and with it data-driven decision making, Enterprises require technology that provides the speed and scale to conduct this work under huge computational pressure.

Introducing insight**NOW**

insightNOW converges each of your data sources into a single cohesive environment, providing instant visualisation and actionable insights across your entire business estate.

insightNOW allows you to make the transition to a fully data-enabled organisation, with information at the heart of your activities. It is designed to interface with your existing information estate, making the most of the data you already create without having to rip-and-replace your existing analytics capabilities.

Through a period of dedicated consultancy, the solution is scoped and carefully tailored to meet the unique requirements of your business, bringing together data sources into a central display.

This opens up new business intelligence opportunities, from analysing high-level trends such as global performance of a product broken down by region, through to customer behaviour projection based on time of day or response to marketing campaigns and product launches. Each business unit, from C-level through to Pricing, Sales, Marketing and Supply, is provided with a display relevant to their own requirements.

Through continually assessing the metrics that matter to you in real-time - regardless of where the information is generated - insightNOW enables you to make informed and effective decisions, such as deciding to lower price on a particular product or launching a new production run based on supply, demand and current output.

During peak business events, when your levels of demand can skyrocket to hundreds of times normal volumes, insightNOW benefits from Google Cloud Platform's unrivalled on-demand scalability to seamlessly handle any surge in data without loss of speed or accuracy. This gives you a vital edge as you can react in real time during the most important events of the years and maximise sales opportunities and drive operational efficiency when it matters most.
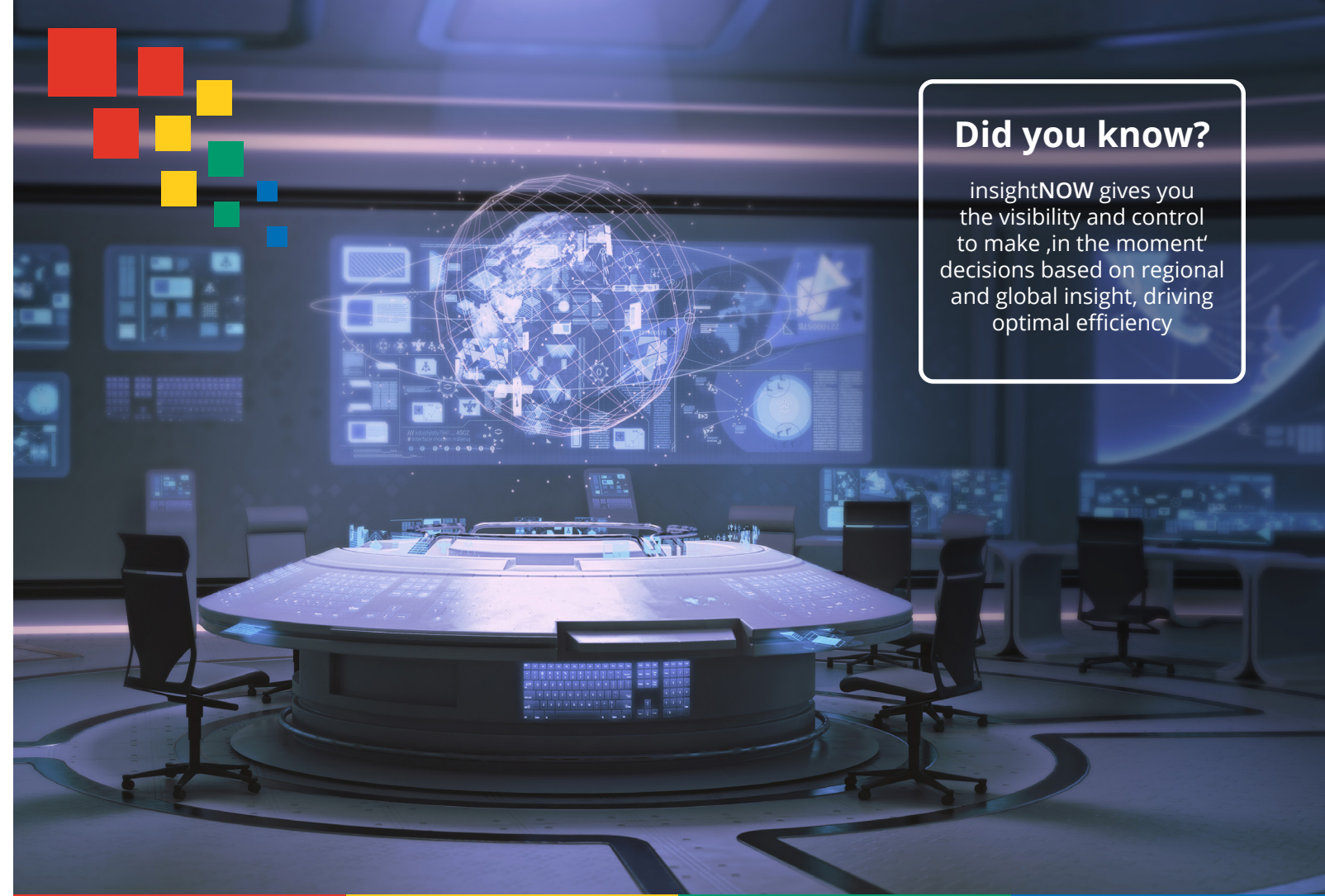
Did you know?

insight**NOW** gives you the visibility and control to make 'in the moment' decisions based on regional and global insight, driving optimal efficiency

Did you know?

insight**NOW** gives you the visibility and control to make 'in the moment' decisions based on regional and global insight to ensure you hit your peak trading targets.

Key features & benefits

Real-time insights at your fingertips

Instantly convene all of your data in a single display and cohesive format - even during surge events - so you can react to dynamic circumstances and continually optimise your global performance.

Enhanced decision-making

Make better and more informed decisions when it matters most by gaining complete oversight over every customer interaction and key function, from marketing and sales to product, shipping and logistics.

Custom, relevant displays

The real-time dashboard is customised to meet your unique requirements, giving you the insights you need, when you need them. We connect new and existing feeds to put you at the centre of your data.

Do more with less

You already generate vast quantities of data through your different operations - make the most of your existing investments by gaining new insights and gain a critical competitive edge.

Faster trend identification

Stay up-to-date with custom event triggers to notify you of competitor activity, trending topics on social media, or the content of positive and negative reviews to help inform your decisions.

Built on Google Cloud Platform

The world's most secure cloud platform gives you access to market-leading data analytics and machine learning tools to improve your performance year-round - and five nines reliability to handle unexpected spikes during peak trading..

The Challenge

The client is one of Britain's best-known high street brands, with an international reputation for quality of design and continual innovation. While its traditional downstream wholesale operation was performing strongly, the client had started to branch out into direct sales, in which it saw enormous potential for revenue growth and future security in a tumultuous retail landscape.

The client's sales operations span 31 different markets and 9 time zones, and it is mandated to offer global price parity, creating an enormous challenge in striking the best balance to maximise sales. Faced with competition from the digital native eCommerce providers, which are geared up by nature to improve sales performance through continually acting on rapid analytics, the client needed to significantly improve its reaction speeds to changing market conditions - at scale.

However its existing analytics solutions did not interoperate and it was impossible to identify high-level trends and customer behaviour fast enough to take any impactful actions, such as altering product prices to encourage demand as new markets came online. This was exasperated over peak trading events, during which organisations can generate or lose 60% of annual revenues in events like Black Friday and Singles' Day, and anything other than real-time analysis and responsive decision-making places businesses at a disadvantage. The client looked to Appsbroker and Google Cloud to boost revenues during these critical periods.

100X

surge in customer demand faced by the client during Black Friday 2019

40%

global revenue growth in first year of go-live with insight**NOW**

31

distinct markets with multiple currencies converged into a single environment

9

timezones automatically accounted for by insight**NOW**

Case Study: leading British technology retailer

The Solution

Appsbroker worked in partnership with the client to go live with insight**NOW** in 2019 to respond to these challenges.

insight**NOW** converges all of the client's different data streams globally, then interprets and displays real-time information across every market, time zone and currency in a unified, consistent format, automatically converting currencies and comparing performance by region at relative times. This enables teams from the C-level down to gain immediate insights into their respective areas and make informed decisions instantly to continually optimise sales performance.

The client always offers global price parity and benefits significantly from the ability to continually assess the performance of products at both a per-region and holistic level which allows international price adjustments to be effectively balanced, enticing more customer purchases. As insight**NOW** is powered by Google Cloud Platform, it has the scalability and elasticity to seamlessly handle even the enormous surges faced during peak trading events, where demand can skyrocket by 100 times, while still delivering real-time visibility. This gives the client a vital advantage in moving faster than its competition during these surges, and in the first year of go-live revenues grew by 40% due to improved responsiveness during peak trading.

Google Analytics

Kubernetes Engine

BigQuery

Cloud Composer

Cloud Datastore

How does it work?

Your business is unique, and so insight**NOW** is designed with flexibility in mind. The process for deploying insight**NOW** can be briefly summarised as below - but also bear in mind that cultural integration is a key success factor.

Ingest

All distinct data sources, which can include but are not limited to SAP and Google Analytics, are ingested into BigQuery. This provides a base layer for insight**NOW** and enables all information to be treated in a mutual environment for accurate and consistent high-level reporting.

Analyse

Customers work with Appsbroker and Google Cloud to define the metrics that matter to the business and relevant departments, and these are then configured to report consistently across all data sources. Metrics can be adjusted on-the-fly to ensure customers remain responsive to dynamic market conditions.

Visualise

Displays are configured by Appsbroker to ensure that the information is displayed in the best format, from global heatmaps through to dials and gauges. Displays are accessed through any web-based interface, giving the flexibility to display in central control centres, or for globally-distributed teams to act on data remotely.

SAP is extremely common amongst insightNOW customers. To make the most of the data you already have and generate the rapid insights you need to thrive during peak event, insightNOW can work with SAP in three stages, progressively increasing the speed, scalability, reliability and centralisation of your reporting and insights.

Accelerate

Leverage insightNOW's accelerators to unlock the potential of your data and deliver rapid insights within your preferred Business Intelligence tooling, such as SAP BusinessObjects or Looker. insightNOW quickly extracts from SAP into an analytics layer.

Centralise

Extract data into an analytics layer earlier up the pipeline to reduce time-to-insight, but then push information into the fully-unified insightNOW hub. Combine all elements of product and customer data with your analytics for a single view and rapid response times.

Supercharge

Lift and shift your SAP deployment onto Google Cloud Platform, eliminating the risk of downtime during peak events and significantly increasing the speed of your analytics through coupling with BigQuery. Make data-driven decisions in real time for peak performance..

Day-to-day operational reports in just a few minutes down from... an hour

The largest daily report reduced to just 14 minutes down from... a day

Month-end reports now available within the hour down from... 3-5 days

Near real-time supply chain report generation

SAP on Google Cloud

BusinessObjects Migration

The speed of SAP coupled with Google Cloud BigQuery allows existing BusinessObjects deployments to be significantly sped up, while increasing reliability by moving away from edge networks and onto the reliable and scalable Google Cloud Platform infrastructure.

Speeding up the time it takes to generate these insights is critical, especially during business peaks. insightNOW gives you the ability to scale up to handle the enormous spikes during these periods, without losing the rapid time-to-insight that you need to respond to competitor and market conditions that change at a whim.

Teams that are accustomed to BusinessObjects can have their faster insights combined into a wider single view, without having to lose their favourite interface.

appsbroker

- Highly-experienced at successfully working in partnership with major brands to help them reach their data potential

- Managed Service Provider, providing end-to-end service wrap

- The second UK Google Cloud Partner to attain a Specialisation in Data Analytics

- Collaborative approach to working with customers, designed to create best-fit solutions

Google Cloud

- Infrastructure optimised for scaling to handle and process the enormous volumes of data created during peak trading periods

- Leading cloud platform for Data Analytics

- Ready-to-deploy connectors from insight**NOW** to numerous analytics platforms, including any existing Google Analytics instances

- Evergreen infrastructure and continual optimisation to remain ahead of the curve

Talk to us today to discover how you can optimise your annual sales performance with insightNOW

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Google Cloud
SPECIALIZATION
Partner of the Year
Application Development
2019

SPECIALIZATION
Application Development
Google Cloud

SPECIALIZATION
Data Analytics
Google Cloud

SPECIALIZATION
Infrastructure
Google Cloud

Google Cloud
Partner
Managed Service Provider

bsi.
ISO 9001
Quality Management

bsi.
ISO/IEC 27001
Information Security Management