



Data and reporting infrastructure setup

Trading software solutions provider

- Diagnosed existing data and reporting infrastructure to identify the gaps and pain points, and recommended a potential future state
- Developed data infrastructure based on recommendations from the diagnostic, and created a centrally managed reporting suite that is accessible, reliable and automated

Trading software company needs to hedge its data architecture

Picture this...

You're looking for an optimal architecture for data and reporting to be centrally available on a real-time basis. But the current data from third-party applications such as NetSuite, Salesforce, Jira, BambooHR is not fully integrated and the historical financial data and time entry data, resides in legacy systems (Access Dimensions and Focal Point).

You turn to Accordion.

We partner with your team to diagnose existing data and reporting infrastructure to identify the gaps and pain points and recommend a potential future state. Also, would develop data infrastructure based on recommendations from the diagnostic, and create a centrally managed reporting suite that is accessible, reliable and automated, including:

- 1) Assessing existing source systems and data infrastructure to understand the current state, data flows, and potential gaps in the architecture
- 2) Collaborating with the business teams to review existing metrics and reporting infrastructure and identified the pain points and designed the optimal data warehouse and business intelligence infrastructure to enhance the current reporting capabilities
- 3) Integrating data sources from different source systems such as NetSuite, JIRA, Salesforce, BambooHR, Access Dimensions etc. into the data warehouse, and transforming and consolidating data from the data sources into the data warehouse to set up the data marts and metrics for creating a single data repository
- 4) Building analytics models and developing automated dashboards on Power BI for the reports/analyses identified in the diagnostic phase

Your value is enhanced.

You have revised architecture that enables access to reliable reporting that is automatically refreshed on a real-time basis, thereby help in making informed decisions quickly. You have also enhanced data consistency between multiple systems, such as Customer ID, Invoice ID etc.

KEY RESULT

- 100% automation of data integration

VALUE LEVERS PULLED

- Data Warehouse Maintenance
- BI Reporting such as Time Reporting, Sales Pipeline and Customer Health reports

Data and reporting infrastructure setup for trading software firm

Situation

- The client's data from third-party applications such as NetSuite, Salesforce, Jira, BambooHR was not fully integrated and the historical financial data (prior to 2020) and time entry data, resided in legacy systems (Access Dimensions and Focal Point)
- Critical need to evaluate the existing data and reporting infrastructure and recommend an optimal architecture for data and reporting to be centrally available on a real-time basis
- Partnered with the client to conduct the diagnostic, provide recommendations on the potential future state, and set up the data and reporting infrastructure accordingly

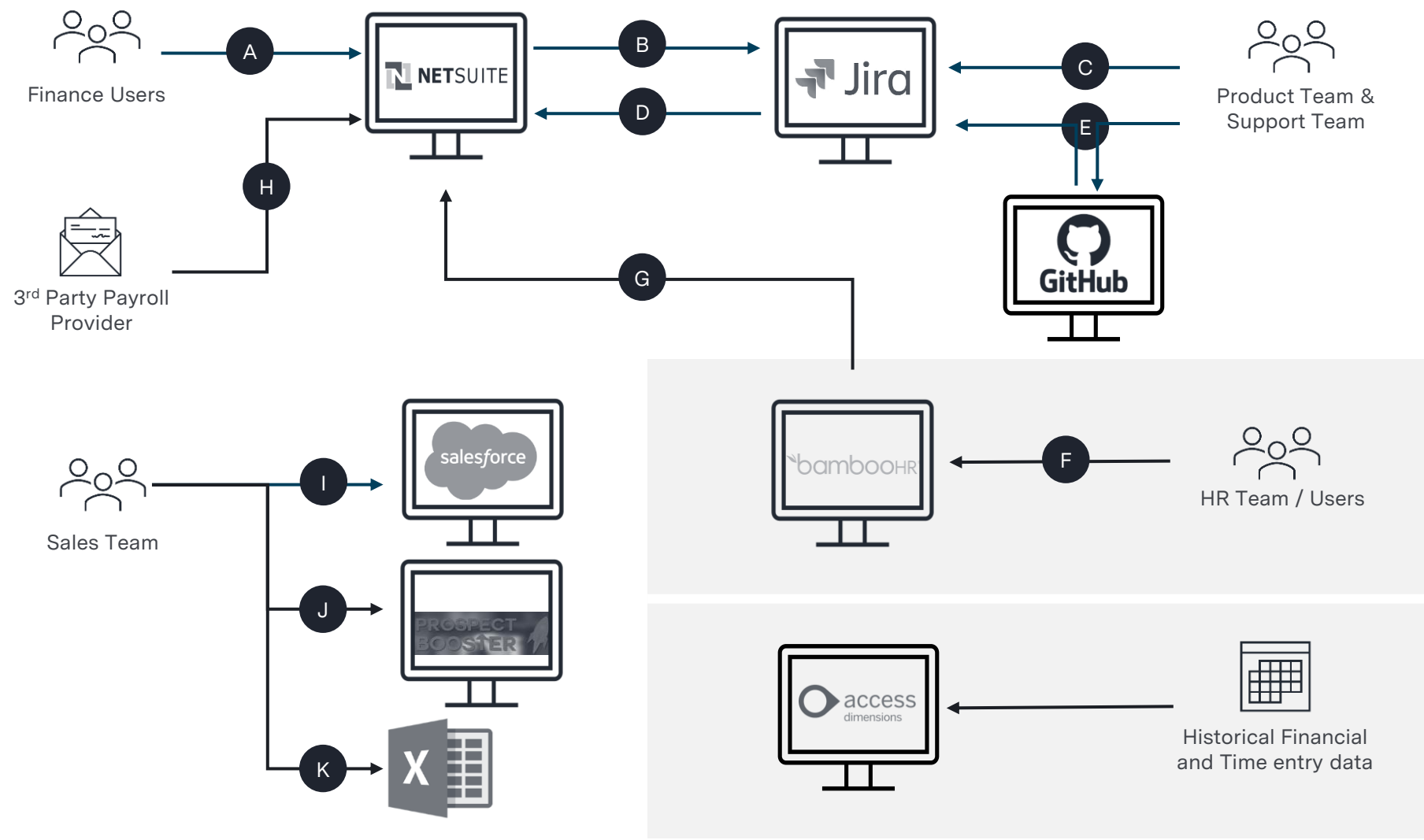
Accordion Value Add

- Assessed existing source systems and data infrastructure to understand the current state, data flows, and potential gaps in the architecture
- Collaborated with the business teams to review existing metrics and reporting infrastructure and identified the pain points, and designed the optimal data warehouse and business intelligence infrastructure to enhance the current reporting capabilities
- Integrated data sources from different source systems such as NetSuite, JIRA, Salesforce, BambooHR, Access Dimensions etc. into the data warehouse, and transformed and consolidated data from the data sources into the data warehouse to set up the data marts and metrics, and create a single data repository
- Built analytics models and developed and transitioned automated dashboards on Power BI for 12 reports/analyses identified in the Diagnostic phase

Impact

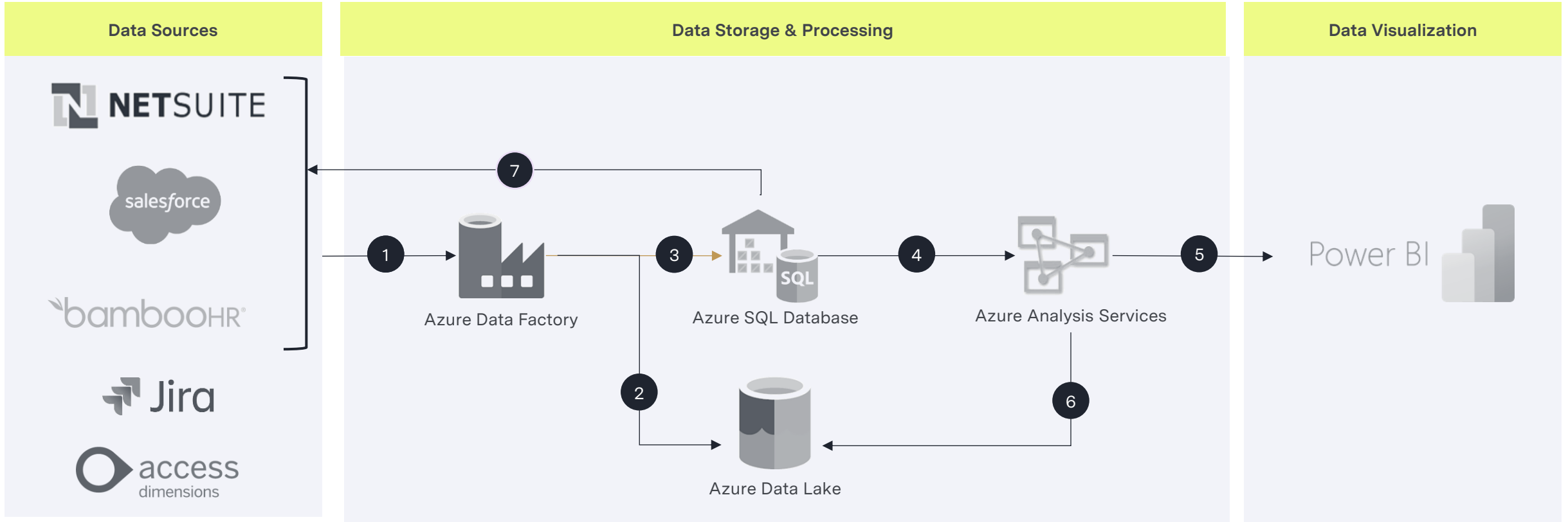
- Revised architecture enabled the client to have access to reliable reporting that is automatically refreshed on a real-time basis, helping the client make more informed decisions quickly
- Enhanced data consistency between multiple systems, such as Customer ID, Invoice ID etc.

Existing data architecture



- A** New Project and associated tasks (billable/non-billable) are created in NetSuite by users based on SOW
- B** The Project information from NetSuite is parsed into Jira via Boomi
- C** The Product Delivery Team clocks hours spent on the project in JIRA
- D** The time entry records for projects are parsed back to NetSuite from Jira
- E** Data from GitHub is integrated with Jira
- F** Employee details are captured in BambooHR
- G** Employee time-off data from BambooHR is integrated with NetSuite
- H** Payroll data from 3rd party providers is fed manually into NetSuite each month
- I** Salesforce is used for lead tracking, conversion and account management
- J** Prospect Booster is used for new lead generation
- K** Offline spreadsheets capture customer details, customer engagement, etc.

Implemented cloud-based architecture – Azure stack



List of reports deployed

Leveraged the integrated data warehouse to enable comprehensive reporting across key functions. The below reports have been developed and automated to provide the real-time and improved visibility into the performance

Sales & Marketing

- **Sales Pipeline Tracker** – Provides visibility into the sales pipeline, conversion rates and detailed information on the opportunities in pipeline
- **Salesforce Opportunities** – Provides detailed information on the inflight and closed opportunities

Finance

- **Time Reporting** – Provides visibility into the approved or unapproved time booked (in hours or days), utilization % and instances of time booked < contracted hours
- **Services Utilization** – Provides visibility into utilization by employee and product for services department
- **JIRA time reconciliation** – Provides a summary of all time records that are required to be revalidated

Customer Success

- **Customer Health Report** – Provides visibility into the customer health status by tracking key metrics across functions including finance (ARR/NRR), sales (opportunity pipeline), Product (inflight development projects) and Support tickets being raised

Product

- **Product Development Tracker** – Provides visibility into the sprint performance (historical and ongoing)
- **Services Report** – Provides visibility into the inflight Service projects and the time booked against each
- **Support Report** – Provides visibility into the Support tickets by status, priority and the backlog by customer