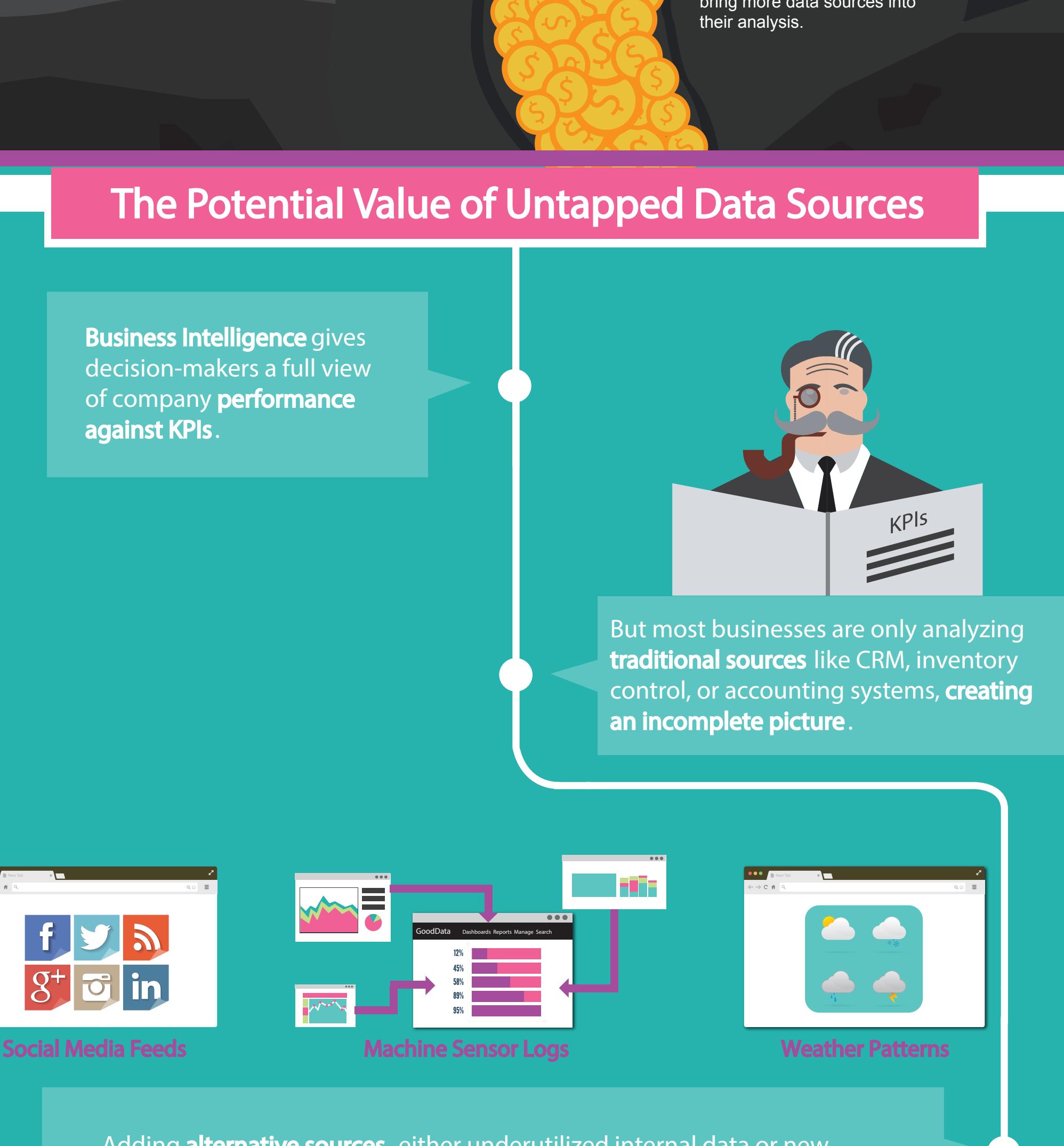




# UNLOCKING VALUE FROM NEW AND UNDERUTILIZED DATA SOURCES

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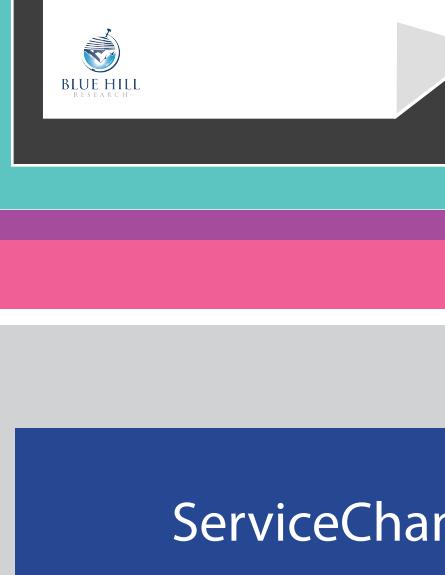
## Discovering the Data Motherlode



## The Potential Value of Untapped Data Sources

**Business Intelligence** gives decision-makers a full view of company **performance against KPIs**.

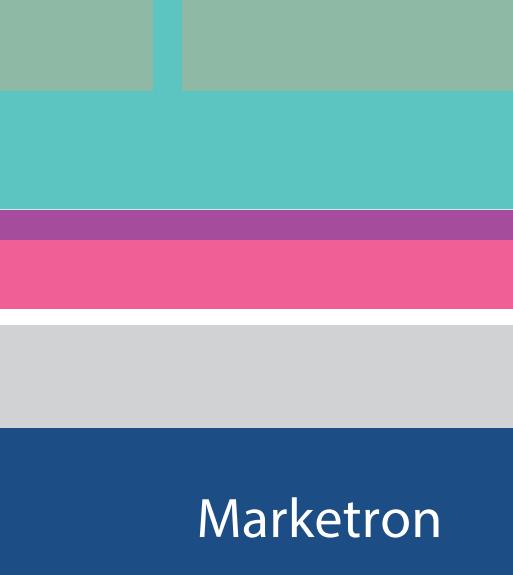
But there can be **tremendous potential** if they dig deeper and bring more data sources into their analysis.



Social Media Feeds

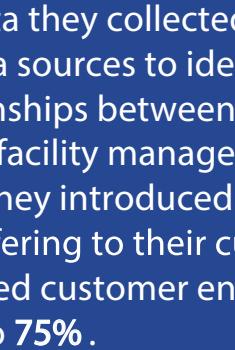


Machine Sensor Logs



Weather Patterns

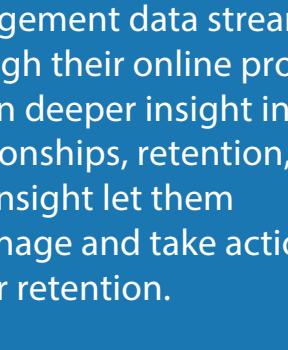
Adding **alternative sources**, either underutilized internal data or new external data, can reveal hidden relationships and **provide greater context**.



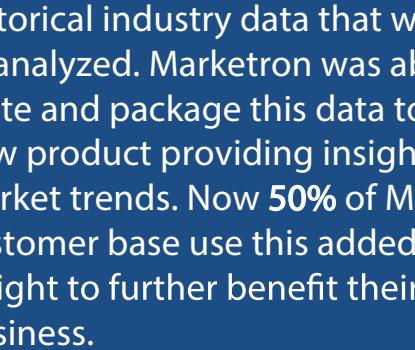
Self-Service



Collaboration

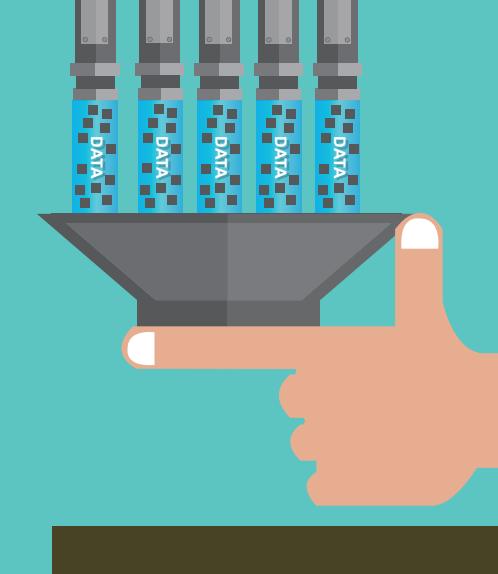


Visualization



Data Delivery Capabilities

New innovations enable more people to access, customize, share, and distribute findings to **enhance the use of their analytics throughout the organization**.

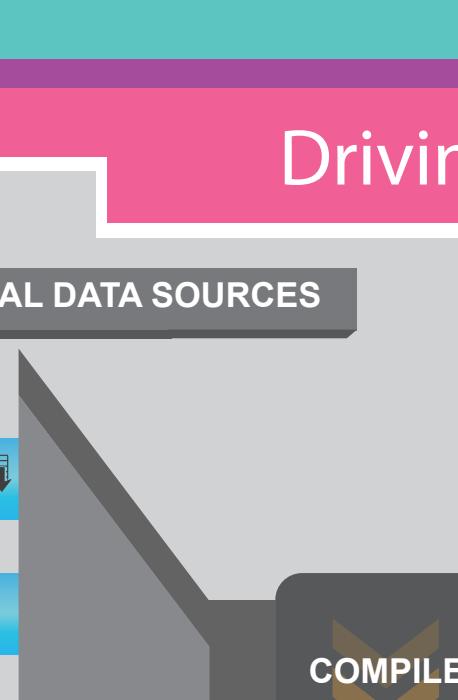


By combining untapped data sources and serving them up in **unique and useful ways**, organizations can serve more and different customers better, building a **competitive advantage**.

## About The Subjects



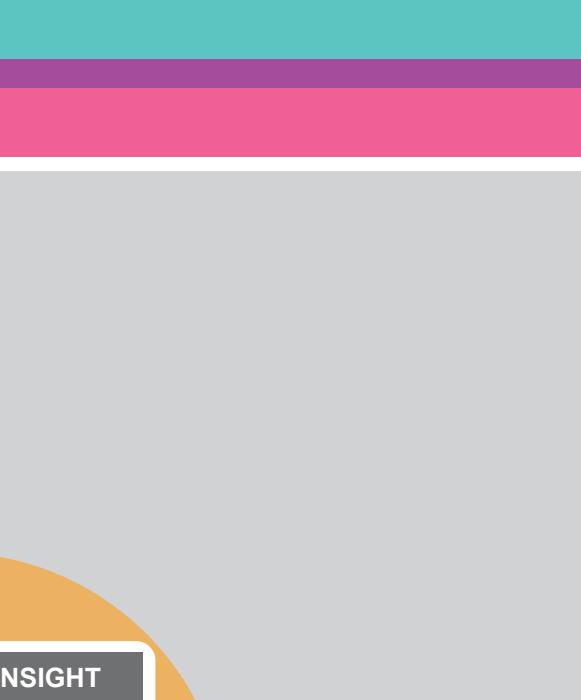
Blue Hill examined three organizations that used a cloud BI vendor, **GoodData**, to broaden the scope of their data analysis initiatives by tying together new data sources and previously underutilized internal data.



A cloud-based facilities management provider that helps large brands to manage physical store and restaurant locations



A SaaS eLearning platform provider that allows organizations to distribute and track learning courses for internal and customer use



A software solution provider that enables broadcasters to sell their airtime inventory to advertisers

## Use Cases

### ServiceChannel



ServiceChannel combined historical industry data they collected with outside data sources to identify interrelationships between external factors and facility management decisions. They introduced a revamped analytics offering to their customer base and increased customer engagement from 30% to 75%.

### Mindflash



Mindflash united sales data with customer engagement data streams collected through their online product platform to gain deeper insight into customer relationships, retention, and turnover. This insight let them proactively manage and take action to boost customer retention.

### Marketron



Marketron had vast amounts of historical industry data that were largely unanalyzed. Marketron was able to unite and package this data to create a new product providing insight into market trends. Now 50% of Marketron's customer base use this added level of insight to further benefit their own business.

## Success Factors



Scalability

Each project required bringing together large and unfamiliar data sources, and had the intention of expanding to more sources in the future. Using a solution that could expand as data initiatives grew was an important factor to achieving success.



Ease of Integration

Uniting new and sometimes unusual data sets required an easily customizable analytics solutions with flexible APIs. In addition, a cloud delivery model enabled participants to offload data governance and management concerns.



Clear Path to Value

With a focus on broadening analytics initiatives to expand upon and create new revenue streams, participants had a clear ROI associated with their undertakings. This focus led to accelerated timelines and ultimately a faster time to value.

## Driving Value

### TRADITIONAL DATA SOURCES



### NEW DATA SOURCES

### ENHANCED OPERATIONAL EFFICIENCY

### OPERATIONAL EFFICIENCIES

### REVENUE

### ENHANCED AND NET-NEW REVENUE STREAMS

### ROI

For more information, please click here.

### ABOUT US

Blue Hill Research documents how technology supports business success. Our success-based methodology is based on the three pillars of success: technological, financial, and line of business. Our clients use this information to choose technologies, target high value use cases, and identify technology champions who truly make a difference for their organizations.

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