

Case Study

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GrayMatter-Pentaho joint case study

On Pentaho analytics platform implementation for



"Provider of Choice" for companies looking at world-class customer care and revenue generation programs

"Stream is a customer-driven global leader of business process outsourcing (BPO) that provides sales, customer care, technical support and complex outsourcing services. Here at Stream, clients' customers are treated like their own, enabling Fortune 1000 companies to increase revenue generation, operational efficiencies and brand loyalty. Stream blends individualized services with a global, standardized delivery model and sophisticated technologies via a highly skilled multilingual workforce of more than 33,000 employees supporting 35 languages across 49 locations in 22 countries"

Key Challenges:

- Stream's high volume data consolidated from more than 21 switches
- Daily Call Data consolidation from 22 operating countries
- Pentaho as a replacement to their existing legacy BI Platform – running on a popular commercial BI tool
- Analytics from real time huge volume data
- Custom made reports and analytics
- Reverse Engineering Model which Stream is using for development approach
- Frequently changing deliverables based on business needs (almost 2 to 3 in a iteration, almost every week)
- Continuous Requirements identification/changes
- Shared resources across projects and across regions
- Multiple LDAP Security Authentication & Authorization, which Pentaho did not had in its suite
- An in-house legacy system that was inefficient, slow, inflexible and lacked visualization and complex data analysis capabilities as well as data integration
- Static reports that were unable to provide nimble, ad-hoc analytics on big data sets without extensive manual customization and heavy maintenance.
- Handling ____ terabytes of raw data per month, billions of calls daily and a fast-growing amount of unstructured/structured data – all of which is overwhelming and difficult to access and understand quickly.

Solution:

- Deployed Pentaho Business Analytics including reporting, dashboards and data integration
- Engaged Pentaho Partner GrayMatter right from the stage of concept to implementation and maintenance
- GrayMatter implemented highly scalable Enterprise Data Warehouse built on MSSQL server using Pentaho Data Integration
 - Integrating around 12 source systems like Oracle HRMS, SAP, Sales force etc.,
 - Integrating data from 28 switches (Nortel, dell, Avaya etc), around 20million records per hour
 - High volume data marts with Client, QA & Employee data.
- Customized Pentaho BI platform for all their Analytics and Reporting needs to Operations, Sales, Management & Executive Teams
- Custom built LDAP security Authentication to Authenticate and Authorize against Stream's multiple LDAP servers

- Full-fledged Ad-hoc platform for Reporting and Analytics built on the Business Layer to help Business Users to build their own reports/analytics without knowing the technicalities of the system.
- .net front end with Pentaho as Analysis Server
- Auto export of all the Dashboards/Reports (pdf,excel,txt) to help the executive time for their monthly, quarterly and annual meetings

Results:

- Ready to serve Analytics and Reports for the entire Stream's business to all the stake holders
- Key metric's of Stream Business (Attendance, Utilization, Retention, Revenue-FTE etc.,)
- Detailed Reporting and Analytics on each of the Metric
- Around 10 dashboards to serve all the top level management team
- Substantial increase in overall efficiencies
- Real time analysis a reality
- Operationalizing Big Data

Why Pentaho & GrayMatter

- An end-to-end and modern business analytics platform that includes data integration, business analytics and data mining capabilities.
- Makes Hadoop easy to access and eliminates technical barriers to Hadoop-based projects.
- GrayMatter has been a trusted Pentaho partner globally right from the beginning as a ATP, Distributor, Reseller , System Integrator besides having one of the largest resource pool on Pentaho

GrayMatter Speak

"No platform can offer 100 percent satisfaction, but one of the most beautiful features of the Pentaho platform is how easy it is to extend. We are really happy with this feature and know that we are not restricted in any way with Pentaho."

Suresh Narayanappa - Principal Architect at GrayMatter heading Stream Account