

Case Study

Fortune 10 Company Uses Incorta to Bypass Data Modeling, Deliver Complex Operational Reports in Only Seconds



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Senior Engineering Manager
Fortune 10 Consumer Electronics Manufacturer

Industry

Consumer Electronics

Objective

Integrate and analyze data from several critical internal applications while empowering business users to create and modify complex reports on their own.

Why Incorta

- Deployment completed in only days
- Easy integration with existing systems, including MongoDB
- Superior query performance
- Ability for non-technical users to easily build/modify reports and dashboards
- Ability to apply custom security model

Benefits

- Near real-time reports leveraging integrated data delivered in seconds
- Significant reduction in required resources and time to deploy
- Dashboards delivered 80 times faster than predecessors
- Replacement of custom, legacy reports that degraded transactional system performance
- Increased dashboard data refreshes, from one per day to nearly 100
- Richer visualization and insights
- Complete access to transaction details by authorized users based on security level

Complex, Disparate Data Results in Poor Reporting Performance and Slows Critical Systems

Senior management at a Fortune 10 consumer electronics manufacturer knew access to secure, up-to-date data is essential to making fast, informed business decisions. Yet accurately reporting on data created by and stored in various existing systems spread across their organization was proving to be an insurmountable challenge.

Business users lacked the reporting response and performance they desired, with static, homegrown reports built over time sometimes taking hours to run and often slowing down other mission-critical applications in the process. As a result, users were forced to wait for their large reports to run at night or on weekends.

The company's existing, legacy reporting tools—including SAP BusinessObjects and Informatica—required 8-12 weeks to build new reports, demanded special skill sets to operate, and took too much time and effort to maintain. More importantly, the tools delivered only static, graphical reports at pre-determined times to pre-determined people—they didn't enable easy queries, drill down, and data filtering by non-technical users.

It was time to find a more modern, innovative way to integrate and analyze data from all of the company's critical internal applications while empowering business users to create and modify interactive, complex reports and dashboards on their own.

Incorta Delivers Much-Needed Ease of Integration and Performance; Data Security Sets It Apart

After comparing its existing reporting tools and several incumbents—including Incorta and Tableau—against a list of business requirements and rigorously evaluating them internally, only Incorta met the manufacturer's hefty performance, integration, and security needs.

"It was a clear choice to go with Incorta, and we're so happy we did," stated a senior engineering manager. "It only took a few days to set up the system. We were able to integrate it with our existing applications and data so much easier than other tools we considered. And, on top of that, Incorta's performance blew us away. We saw up-to-date reports only a few days after beginning the deployment—not weeks or months like with other systems—and we could return new queries across billions of records in just seconds."

The manufacturer integrated Incorta with its MongoDB database and multiple homegrown systems. As new data systems come into play, Incorta makes it easy to add other data sources and update schemas as needed.

Incorta's security capabilities also set it apart. Incorta leverages the security settings of the source application while letting administrators limit user access to specific data elements and apply a custom security model if needed. It also supports Single Sign On, and encrypts data both in transit and at rest.

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"We're using this technology to report on HR data, so there's very sensitive data being manipulated and handled," explained the senior engineering manager. "It's critical we control who sees what data and when they see it, otherwise it becomes a privacy issue as well. Incorta gives us much more granular control over who's permitted to access and view data than the other options we looked at."

Fast, Accurate Insights and Ease of Use Encourage Widespread Adoption

Incorta was initially implemented as the default analytics platform for the manufacturer's transactional operational systems—applications including finance, payroll, training, HR, and customer service. But, duly impressed by Incorta, the Fortune 10 company quickly doubled its investment, launching 14 other Incorta-powered projects within the first 24 months—all without needing to hire new team members possessing product-specific skill sets and while recouping budget previously spent on expensive analytics consultants.

"As other internal teams saw the fast success we were having, they quickly adopted Incorta for their own use," said the senior engineering manager. "I see that trend continuing."

Before Incorta, new reports and dashboards required the help of technical resources and took several months to produce, with any changes or added features delaying the go-live date by weeks. With Incorta, it takes less than a week to fully build and test a complex new report or dashboard. In addition, business users can build and modify reports and dashboards themselves, search across all data within a subject area, and recalculate aggregate insights on the fly.

"Incorta significantly reduces report development and testing time because it's very easy for a non-technical user to create and format the report themselves, without needing help from technical resources," explained the senior engineering manager. "In fact, non-technical users can build a new report in just a day or two, depending on its complexity."

With Incorta, business users also enjoy an increase in dashboard refreshes—from one per day to more than 96—and reporting dashboards that are 80 times faster than their predecessors. "In the past, a business user would run a report and then go do something else until the report was finished. And some of the reports would take up to an hour to run!" said the senior engineering manager. "Now, they're able to run many of their reports very quickly—in just seconds or a couple of minutes—and finish their work more quickly than they could before."

Incorta's inherent ease of use also encourages richer conversations between users and their business data, and between each other. Interactive dashboards empower users to access transactional details and filter data on the fly based on any data dimension, giving them more insight than what's delivered in single, tabular reports. And Incorta-powered reports easily can be shared via mobile devices, including smartphones.

Incorta benefits senior management as well. They quickly can receive the new reports they need—in only hours or days, compared to the weeks it used to take before. Existing reports stay up to date and take only seconds to run. And complex queries no longer negatively impact the performance of other users and other systems.

Incorta also significantly reduces the amount of money spent on resources. “Before Incorta, we used to have a team of 6-8 developers and two quality assurance engineers who built, tested, and maintained all of the reports we built and updated,” said the senior engineering manager. “Now, we only need a couple of people to run the whole system—from building new reports to maintaining the system as it goes to production.”

Lastly, the manufacturer praised the Incorta team’s innovative nature, dedication to deadlines, and willingness to collaborate when customizations were needed.

Concluded the senior engineering manager, “I believe Incorta could become the de facto reporting standard at our company. It absolutely could become pervasive.”