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digital transformation experts

Case Study

9LENSES

Client Profile:

9Lenses, founded in 2011, is a leading provider of cloud-based Enterprise Performance Software, and delivers a breakthrough insight platform for the most critical resource in business - people! 9Lenses empowers customers to have a quantifiable approach for driving clarity, collective learning, and alignment. It identifies business performance across 9 identifiable lenses, using the most latent resource of information i.e. the people. It involves the opinions of the 'people' within the organization to work around the 9 lenses, which are self-explanatory as well as extensive across any business organization. The 9 lenses are Market, People, Finance, Strategy, Operations, Execution, Expectation, Governance and Entity

Tecnology Used:

Microsoft .Net, SQL Server with OLAP.

Business Situation:

The challenges that 9Lenses had was regarding deploying the research methodology. The clients were located in different geographical locations making it difficult to collect data manually. Huge amounts of data was accumulated in large files, mostly as spreadsheets. Running the tests and gathering data with geographical and time constraints was a true challenge. There was less flexibility due to usage of traditional data collection tools. To add to this, a huge amount of resources were required to deal with each client.

Solution Approach:

The need for smarter and more Agile tool for understanding business, eliminating data entry and analysis complications as well as doing away with the transparency issues, were the drivers behind the process revamp.

For integration, we ensured that the we use the same portal for individuals to participate in an easy-to-use interface where the responses were recorded during runtime. The execution of the surveys was made easy to access without having any physical constraint as applications were made available on the cloud. A robust metadata management system provided the ease of storing, reusing metadata in the form of schemas, fact tables and cubes which would give visual performance metrics or report final findings to the customer.

Existing data was used to create meaningful entities as star schema and fact tables, which were again used to compile cubes. Maintaining data was done in the form of Online Analytical Processing cubes, which can be broken down into subsets of different dimensions of significance, within a data warehouse. We also helped identifying cubes that are significant to the clients. Slicing and dicing data to view between different dimensions while viewing data with an OLAP browser was possible. It enabled the customer to combine different dimensions of data and visualize differential outputs.

We used Multi Dimensional Expressions (MDX), in order to take chunks of data from the cubes for further analysis. The MDX query uses a FROM clause to specify a data source (i.e. a cube), a WHERE clause to filter the data, and a SELECT clause to project the resulting data into rows and columns, for interpretations. We also used Microsoft ReportViewer which graphically represents the data analyzed in an easier way to figure out the reports.

Benefits & Results:

- The system could now work on run time without any glitches in the research implementation.
- The people of the organization could take tests according to their preference.
- The entire project duration had reduced to less than half the time required previously.
- Fully automated systems that ensured minimum chances of human error.
- The company was able to focus in its core competency, i.e. creating framework for understanding the business better through its employees based on the 9 lenses, rather than be involved in huge amount of information handling.