



# Case Study

## zyme

### Client Profile:

Zyme is the leading provider of channel data solutions for the high-tech industry, giving its customers unparalleled visibility into their channel sales activity. The Zyme solutions help customers acquire high-quality data from their channel partners globally, leverage this data to improve their business processes and communicate these insights to their channel organizations through CRM and PRM tools.

### Tecnology Used:

Python, MySQL

### Business Situation:

Zyme had channel visibility challenges pertaining to lack of a cost-effective global data capture infrastructure. There was a clear need for shared master data and definitions across the channel network. Also there was the challenge of poor partner compliance and quality of data reporting.

### Solution Approach:

The need for a smarter and more agile tool for understanding business, eliminating multi-level data entry and analysis complications as well as doing away with the transparency issues, were the drivers behind the process revamp at Zyme.

- ❑ Use of same portal for individuals to participate in an easy-to-use interface where the details are recorded on runtime.
- ❑ Existing data was used to create meaningful entities as star schema and fact tables, which were again used to compile cubes.
- ❑ Maintaining data in the form of Online Analytical Processing cubes, that are data structures, which can be broken down into subsets of different dimensions of significance, within a data warehouse.
- ❑ Identifying cubes that are significant to the business issue for the clients and identifying Key Result Areas.
- ❑ Use of interactive graphs and charts which graphically represents the data analyzed in an easier way to figure out the reports.

### Benefits & Results:

- ❑ The tool helps companies anticipate sales trends.
- ❑ All kinds of data pertaining to sales channels are made transparent to the decision makers.



- ❑ It removes the chances of erroneous data entry and judgmental decision making.
- ❑ Enhances channel data integrity and improves the congruence within the system.
- ❑ A cumulative data up-gradation helped decision makers to have a comparative overview of the entire channel functionalities.

**Bangalore, India**

IBC Knowledge Park, Tower C, 4th Floor,  
Bannerghatta Road, Bangalore -560029  
+91-80-46637200

**United States**

3500S, Dupont Highway  
Dover, Delaware -19901  
+1 408 708 9090

**Singapore**

Compassites Technology Solutions Pte Ltd,  
International Plaza, 10 Anson Road,  
#03-50, Singapore 079903  
+65-67186204, +65-81574120