

SELLBYTEL CASE STUDY

SELLBYTEL optimises its performance by consolidating all their data into a hybrid Pyramid Analytics and Power BI based online platform



SELLBYTEL
GROUP

Country or region:

Spain

Customer industry:

Business

Outsourcing

SELLBYTEL Profile

SELLBYTEL GROUP is a leading worldwide outsourced services provider. With branches in 60 different cities worldwide, they offer a wide and varied range of solutions. In addition to this, they promote innovation and support their international customers in areas such as sales, services, support, human resources, training, health and back office.

Purpose of this project

One of their oldest business units

at Sellbytel Group has chosen SolidQ jointly with their IT department in order to obtain:

- Comprehensive Microsoft based Business Intelligence solution
- Hybrid Pyramid Analytics and PowerBI online platform based reports
- Service analysis data acquisition and report presentations for better decision making.

Customer advantages

- Data governance: Ensuring that reliability services and data integrity
- Time savings as opposed to manual work thanks to the implemented automation.

Solution

- A viewing system that guarantees the consolidation and integration of the different data sources
- Creation of a multidimensional model to cover the users' data exploitation

Summary

Amount of databases	>30
Database size	+100GB
Business processes included	Financial and accounting solution, user management
Daily processing time	~15 minutes
Amount of indicators created	~450
Database servers	Microsoft SQL Server
Viewing options	Pyramid Analytics Power BI Excel

SELLBYTEL GROUP is one of the leading worldwide experts in the business process outsourcing industry. Headquartered in Barcelona, SELLBYTEL Spain offers modern customer management in 28 languages. In addition to this, they provide a wide range of customer solutions in fields such as sales, services, support, human resources, training, medical assistance and back office for sectors such as IT, consumer electronics, telecoms, fast-moving consumer goods, energy, automobile, financial, logistics and brand area.

Current situation

SELLBYTEL has been implementing Microsoft powered BI projects internally for several years. However, they felt the need to optimise and automate the data acquisition and reporting functions in its oldest business units.

“From defining our requirements to the development stages and the validation, the entire project cycle complexity was so high and demanded so much dedication that it was not possible to do so internally. And that is why we decided to engage SolidQ's experience”, as indicated by Alberto Lopez, IT BI Manager at SELLBYTEL.

Project requirements:

- Promoting a comprehensive platform to centralise all data from all systems used by the business unit
- Providing online access to external company staff in order to check data on a “near real time” basis
- Automating as many reporting tasks as possible (currently done manually).
- Ensuring data reliability
- Providing an analytical, integrated system for all unit sport centres directors
- Support and maintenance
- Managing data access security

Solution

Their solution was dealt with in the following manner:

- A consolidation system for their different data sources
- Creation of a multidimensional model to cover the business units data exploitation.
- Pyramid Analytics and Power BI analysis reports for specific company users and Excel spreadsheets for advanced users.
- Using communication tools such as *Trello* or *O365* in order to simplify the monitoring of tasks, as well as the control in the definition of requirements and documentation
- Managing platform user access, establishing security rules
- Incident resolution

A solution consisting of SSIS + SSAS was deployed to deal with and process information on an hourly basis in only 15 minutes. They also deployed their viewing solution into a hybrid Pyramid Analytics and Power BI powered online platform.

Advantages

Since the implementation of the hybrid web platform the two main advantages we have obtained were:

- Data governance
- Fast access to data and fast decision making, with the ability to obtain updated information on an hourly basis without requiring any extra work.
- Time savings as opposed to manual work thanks to automation.

“Our managers and supervisors now have access to a platform that provides an ongoing flow of information, allowing them to make flexible, fast decisions based upon a single source of `truth`”, indicated Lopez in reference to the current system status.



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Software and services

- ◇ SQL Server Data Tools
- ◇ Microsoft Excel
- ◇ Power BI
- ◇ Pyramid Analytics
- ◇ SolidQ ABA Framework
- ◇ Microsoft SQL Server Enterprise Edition (64-bit)

For more information

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