



AKRAYA | *Trusted Talent*

Customer Success Story



Client Profile:

Industry:
Network Equipment

Company:
Cisco Systems

Akraya Client Since:
2001

Domain:
Business Intelligence

Project:
Marketing Campaigns

“Akraya has been a preferred Cisco partner since 2001 helping Cisco focus on developing our products and grow our business.”

Prasanna Deshmukh
Sr. Director,
Cisco Systems

Akraya Provides Business Intelligence Services to Grow Client's Revenue from Service Contracts

Client Need

As with any global organization, the sales, customer and finance data is spread across multiple applications and dispersed locations. In order to be effective, operations managers require consolidated, current and accurate reports from diverse sources. The sources include Oracle Applications, Excel sheets, Access Databases and other RDBMS data sources.

Akraya's Solution

The Akraya Business Intelligence practice team leveraged our Oracle Applications and BI expertise to study the client's needs and identify potential solutions. The team utilized a combination of SQL Scripts, Shell Scripting and Business Objects to build a solution that provided the Service Sales and Marketing Operations team. Through Akraya's Project Management Services, our team delivered consolidated, current and accurate Business Intelligence to run effective marketing campaigns.

Results

The Worldwide Service Sales and Marketing Operations team now has actionable intelligence from the data that was dispersed across multiple systems. They are able to drive the growth of strategic marketing programs and campaigns aimed at increasing revenues from service contracts.

Some of the key benefits resulting from this BI solution are:

- Improved service contract accuracy
- Increase in service contract renewal rates
- Reduced booking to invoice cycle times
- Ability to upsell/cross-sell service levels