MOBILE BUSINESS INTELLIGENCE EMPOWERS EMPLOYEES WITH ANYTIME, ANYWHERE ACCESS TO CRITICAL DATA

A true believer in the power of Business Intelligence, the client has various BI applications targeting business users from the CXO level to sales, marketing and events management. It sought a partner to create a high value, uniform experience for accessing these applications securely from mobile devices.

Background

The client is a leading provider of personal computers, digital music devices and mobile phones, headquartered out of the US and serving a global customer base. With hundreds of retail stores, thousands of franchisees, and millions of customers around the world, business intelligence is a key component of the company's success strategy. The client invests heavily in BI applications from multiple vendors that provide critical information to its employees at all levels—for enterprise business metrics, sales and marketing KPIs, events, product launches, and more.

To increase employee productivity and satisfaction, the client is in the process of making their numerous BI dashboards available on the iPad, iPhone and iPod Touch.

Business & Technical Challenges

The client's user base typically utilizes several business intelligence applications on a regular basis. Inefficiencies existed due to the lack of a consistent framework and no integration across the apps, causing users to perform low-value tasks on a repetitive basis to get to the information they needed most.

On the technical front, the BI dashboard applications needed to be made available on the mobile platform, and each had its own set of interfaces and access/launch processes, as they originated from several third-party solution providers. Users also had different access permissions for the various applications which needed to be managed securely, according to the client's established application security guidelines.

A number of common functionalities were being rewritten multiple times by different teams working on different mobile dashboard thus increasing develoment costs and inconsistency.

The umbrella application would also need to add value to categorize, launch and maintain the applications from a single interface.

Infogain Approach

Infogain proposed a global business intelligence framework that provided an interface to deploy the client's BI dashboards for the iOS mobile platform in a unified container application. The Infogain team designed the solution in accordance with the client's established secure application flow and information security guidelines, to ensure users had access to only those dashboards for which they had permissions
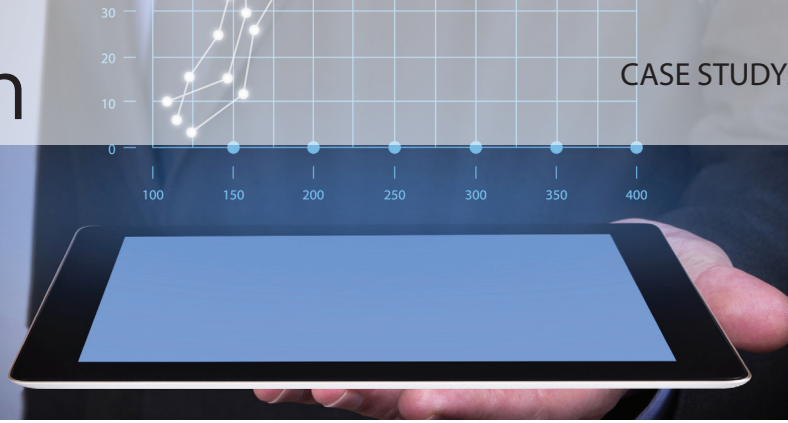
Importantly, the new application enforces the client's application security guidelines on all existing and new BI applications, such that they cannot run in the framework until compliance is met. As an ongoing provider of maintenance and support for the new global BI mobile application, Infogain's onsite coordinate oversees the process for application compliance to provide comprehensive governance for the client's mobile BI strategy.

BUSINESS BENEFITS

- Higher user satisfaction
- Increased employee productivity
- Reduced TCO
- Faster deployment of new dashboards

TECHNICAL BENEFITS

- Application security guidelines governance
- Data transfer security
- Fast issue response time
- Long-term maintainability

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INFOGAIN BUSINESS DIFFERENTIATORS

- Deeply skilled Mobility team
- Proven dual-shore delivery model
- Flexible resource model
- Application management best practices

TECHNOLOGIES & INTEGRATIONS

- iOS platform
- Java Webservices
- Oracle &TeraData integration
- Tableau dashboard integration
- Native and HTML5 App integration
- Bulletin board
- Push notifications
- Enterprise app store for information retrieval and application integration

WHY INFOGAIN?

The client chose Infogain as its IT services partner based on our excellent track record for providing high value mobilility solutions for the iOS platform, our delivery excellence, and our commitment to working within the client's guidelines and quality standards.

The personal dedication of the Infogain team to ensure project success, despite changes in business requirements and dependencies on other 3rd-party vendors, along with the proactive response of the team to any bugs or issues along the way made Infogain the partner of choice for the client. By designing the new application to enforce the client's stringent security guidelines both for existing and new BI applications, the Infogain team delivered a long-term solution that will benefit the client as its business grows and its mobile BI needs expand.

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Solution & Scope of Work

The Infogain team designed the global business intelligence solution to handle sensitive data coming from the client's business intelligence Teradata servers, using a streamlined strategy to protect the data and ensure it is disseminated only to those with access permissions. The application runs on all of the client's key mobile devices, including the iPad, iPod Touch and iPhone.

Infogain's core services delivered include:

- Strategic IT assessment
- Comprehensive business process requirements review
- Design and development in accordance with the client's established security guidelines
- Application integration across all BI dashboard applications
- New feature development
- New BI dashboard application development
- Ongoing application maintenance, support, and 3rd-party BI application compliance enforcement

The solution incorporates an integration layer supporting integration and extensibility for native, HTML5, tableau, hybrid and other technologies. In addition, the solution provides several valueadded features across the integrated dashboard apps, including:

- Secured, single-signon to sub applications/dashboards
- Customizable home screen for choosing the most frequently used dashboard
- Customizable feature toolbar menu
- Bookmarking capabilities at the item level for accessing key data quickly
- Information sharing via screen shot and print from the mobile device
- Global data refresh across all dashboard applications
- In-house message broadcasting using Bulletin Board
- Automated optional and forced updates
- User defined session timeouts
- Global log-out of all dashboard applications

As proof of the workabiltiy of the Framework concept, Infogain developed an events dashboard for sales and marketing events across regions as an additional BI application in the client's arsenal.

Key Benefits

The solution makes it easy for the client's business users to launch their key business intelligence dashboards from any mobile device at any time and have those applications governed under a single, unified framework that delivers value-added productivity and access features. As a result, the client realized significantly improved customer satisfaction and productivity levels among its business users.

From a technical perspective, all applications must meet Infogain's stringent defined guidelines for integration into the framework in order to ensure long-term compliance with the client's standards. The Infogain team continues to provide ongoing maintenance, new features and support for the application, enabling the client's IT department to focus on other strategic development projects.

The elimination of the need to rewrite plumbing code has reduced the development cost and deployment time of new dashboards drastically.