

Infogain Helps Trilogy to Deploy an Interactive BI Tool for its Enterprise Lead Management System

The Client

The client is a U.S.-based provider of enterprise-class software and service solutions to Global 1000 companies in the automotive industry. The client's Enterprise Lead Management System (ELMS) delivers the highest quality new and used vehicle leads to dealers and automotive manufacturers, enabling unparalleled transparency and exceptional customer service.

Business and Technical Challenges

With the automotive industry aggressively embracing analytics for superior results, the client was looking to enhance the functionality of its ELMS product by developing an interactive business intelligence (BI) tool. The goal was to enable a user-friendly dashboard that could be integrated with the end-user's CRM to address business challenges such as:

- ▶ Ability to manage and track leads at different stages, gauge buyer intention, and nurture leads across the lifecycle.
- ▶ Accept or reject third-party leads in real time through the client's patented lead scoring model.
- ▶ Support maintenance and ongoing enhancement of the BI tool in a timely and cost-effective manner.

Technical challenges included:

- ▶ Building a rich web-based functional interface that could be easily integrated with the ELMS and support various SSO frame works.
- ▶ Delivering data-driven insights, predictions, trend reports and graphics, and enabling multi-level drill-down for granular insights and intelligent decision-making.
- ▶ Enabling real time data processing with end-to-end analysis, day-to-day operational reports, and lead performance analysis.

BUSINESS RESULTS

- ▶ Enhanced productivity at the retail level by improving lead conversion
- ▶ Enabled real-time data processing and detailed sales analysis - to identify target market performance
- ▶ Optimized marketing campaigns with real time monitoring of key KPIs such as lead volumes and close rates close rate - using advanced campaign analytics
- ▶ Enabled intelligent predictive spend recommendations – by leveraging closed-loop analytics



CLIENT SPEAK

"Infogain's smart Business Intelligence engineering provided comprehensive design, product management, development and QA that accelerated our delivery of go-to-market BI solutions for our Automotive customers."

Biren Shah - Director of Product Management, Trilogly

Key Benefits

- ▶ Significant increase in retail sales through data-driven insights
- ▶ Uptick in customer engagement, retention, and lifetime value
- ▶ Improved spend management
- ▶ Scalable and easy-to customize product with a short deployment cycle
- ▶ Improved reporting and operational efficiency through a single interface for operational analytics

Solution and Scope of Work

Infogain partnered with the client for over three years to develop and deploy a BI tool for its ELMS. The engagement began with a comprehensive analysis of the client's requirements and desired business goals. The Infogain team developed a rich functional BI interface on QlikView platform that supports a short deployment cycle for new OEMs and can be easily scaled and customized on demand. The interface also enables:

- ▶ Easy integration with ELMS as part of the main product
- ▶ Custom dashboards for new OEMs
- ▶ New QV server builds to manage scalability as the number of OEMs increases

Infogain's BI Consulting and Implementation Expertise

- ▶ Strong partnership with QlikView
- ▶ Extensive experience in designing and deploying reporting and analytics solutions across industries
- ▶ Product roadmap and development consulting underpinned by focused agile development methodology
- ▶ Development, implementation and maintenance support partner with technical expertise in BI technologies and metrology