

## Online Retailer Success Story

Software Next Door develops leading edge marketing analytics solution for major US online retailer.

"Software Next Door impressed us with their knowledge of marketing analytics solutions and their experienced BI professionals in Mexico, and saved us 30% on our project costs. We were particularly pleased to get tangible results in the first six months of the project, and at the same time to see a path towards a longer-term solution for our BI requirements."

Retailer VP of Marketing

### Background

A major online retailer on the West coast needed to rapidly expand their investment in online channels to acquire new and retain existing customers through direct marketing campaigns. The retailer wanted to optimize the flow of prospects and identify the sources of their potentially most valuable customers. Software Next Door worked with the retailer to develop a business intelligence (BI) infrastructure to accomplish these goals.

To ensure the project's success, the retailer's executive staff wanted a team with deep technical expertise in all aspects of the data warehouse and business intelligence lifecycle. Furthermore, they asked that the team employ best practices fully tested in the field by top business professionals because they considered this essential to avoiding inefficiency and cost overruns.

### The Solution

After several discussions with the retailer, Software Next Door tailored an engagement proposal built around a holistic, long-term plan partitioned into short-term delivery cycles. The strategy heavily emphasized business requirements, architecture design, and, most importantly, providing the retailer with measureable benefits in the first six months of the project. The Software Next Door team, based in Mexico, consisted of senior business intelligence developers led by a Silicon Valley veteran – an individual with years of experience building BI solutions for online direct marketing.

## Results with Software Next Door

- In the initial phase of the project, the Software Next Door team delivered:
  - A comprehensive business requirements analysis.
  - A full-blown dimensional model.
  - An ETL plan and database schema design.
  - A logical and physical architecture road map for a marketing data mart supporting both strategic and tactical decisions across the full spectrum of media channels.
- The solution allowed the segmentation and targeting of consumers for direct marketing campaigns built on top of individual user profiles rich in detailed online behavior data.
- The retailer saved over 30% in software development costs over in-house US-based development.
- Extension of the in-house team with Software Next Door resources was a key factor in the project success.

In a subsequent phase of the project, the Software Next Door engagement team extracted user behavior and purchase data over a twelve-month period from multiple operational systems. The data was designed to build a snapshot to help validate core assumptions. As an added bonus, it also provided the retailer's management team with access to key marketing insights in an extremely short timeframe.