



Customer Case Study

Industry: Technology

Overview

Xerox Corporation (NYSE:XRX) is the world's leading document management technology and services enterprise. A \$17 billion company, Xerox provides the document industry's broadest portfolio of offerings.

Challenge

Xerox was looking to implement an in-house analytic data warehousing solution for improved customer insight. The company needed a timely way to perform market analytics on customer data, which was stored in several outsourced storage repositories. In addition, each of them was based on different database technology. Xerox had been using an outsourced service, but completing a new analysis was requiring significant lead-time (many weeks) and building custom reports through an outsourcer was costly. Xerox was also unable to do ad hoc queries, as the outsourced service delivered the results of pre-defined reports. Xerox needed to find a solution that was less complex and easier to administer than a traditional data warehouse. They also needed a solution that could easily load data from disparate database management systems. Xerox also needed to be able to analyze sales data at any time, and in a variety of ways, utilizing a Business Intelligence tool (Cognos).

Solution

Xerox implemented the Infobright solution, and in six weeks the solution was in production. Implementation was easy, as it required no re-structuring of data models and the data from the disparate databases was easy to load into the new system. Infobright was able to interface to Cognos 'out of the box' with no customizations, which allowed Xerox to use the BI tool to run ad hoc queries. The Infobright solution met Xerox's goal of low cost of ownership, as it requires minimal ongoing management support. In addition, it allows them to supports real time ad hoc queries without intervention by their DBAs time, and in a variety of ways, utilizing a Business Intelligence tool (Cognos).

"The key benefit of using Infobright is improved marketing efficiency and effectiveness."

Gerry Tomlinson,
Manager, Business
Intelligence