



HyperDeploy[®] Service: Case Study



Your Personalized Language Instructor

Voxy, a fast-growing company based in New York, is an online, subscription-based software solution for individuals looking to learn a new language on their own terms, in a personalized, easy, and fast way. Happy and engaged Voxy customers rave about the solution's method of delivering them the exact type and speed of learning that makes them successful. This, of course, stems from Voxy's "secret sauce" – an intricate algorithm of learning from a user and preparing a truly personalized curriculum for them.

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Voxy Extracted the Full Value of their MicroStrategy Investment with the Power of Data Meaning on their Side. In Only 16 Hours.

In only 16 hours of low-cost, high-value expert guidance, the Data Meaning team laid the groundwork for Voxy to get all they were hoping for from their Business Intelligence (BI) system.

Embarking on a Search for Insight

As the company grew, Voxy executives sought better ways of gathering insight on their business. To facilitate this, their web and application platforms were generating hundreds of thousands of rows of data every month on users, interactions, services, and features. Using this data, executives wanted answers to some relatively basic analytic questions, including:

- How effective were their promotions?
- What were the most common platforms the application was accessed from (i.e., Web, iOS, Android, etc.)?
- What were the most common features used inside the application?
- How long were users interacting with the application?
- What were common traits of their most loyal customers?

Unfortunately, Voxy analysts lacked the tools they needed to cull through the data to identify the insights they needed to answer these questions. Spreadsheets and manual labor were no longer effective. With this in mind, they sought a Business Intelligence solution that would give them the analytic power they were looking for, but with the interactivity and user base that they needed. They purchased MicroStrategy in late 2013, specifically attracted to the Visual Insight feature that would give their analysts and executives the self-service, on-the-fly analysis they wanted.

Overwhelmed by the Power and Complications of an Enterprise BI System

After bringing MicroStrategy on board, they began the process of installing the software on their internal systems, accessing their data from the Amazon RedShift data stores, and starting to build out their analytics and visualizations. Unfortunately, this was not as easy as they had envisioned. From the outset, the Voxy team struggled to get to the analysis they were looking for.

From installation, to connecting to the data, to architecting the system, to dealing with memory errors, it became clear to them quite quickly that they did not have the expertise in-house to get where they wanted to be in an amount of time.

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With this realization in mind, their MicroStrategy account team recommended the team of BI experts at Data Meaning to get them over the hump with their tried and tested HyperDeploy[®] Service.

“Data Meaning not only helped us set up MicroStrategy and helped us develop a couple dashboards, but also educated us and walked us through the entire process.”

Nick Eng, Manager of Strategy and Analytics

Grabbing On to the Value Lifeline from Data Meaning

From the very first meeting, the Data Meaning team could clearly see what was happening at Voxy. Nothing was wrong with the software, nothing was wrong with the data, and nothing was wrong with the Voxy analysts. What was missing was a solid understanding of the principles of implementing a well-architected BI environment on which to build analytics and visual sandboxes. It was clear immediately how the Data Meaning team would get Voxy over the hump to success.

In true Voxy form, the Data Meaning team built a very personalized process for the Voxy analysts based on their HyperDeploy[®] service. In only 16 hours of dedicated time—all performed remotely—the Data Meaning BI expert would deliver a combination of foundational education, workshop-based exercises, and hands-on assistance to lay the right groundwork to get Voxy on their way to the insights they were looking for.

Specifically, during the two days of engagement, Data Meaning focused on a well-devised combination of teaching and implementing that both taught the Voxy analysts how the BI environment would function and also got their specific system off the ground and functioning without errors.

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The key areas of focus included:

Installation and Data Connection

Successfully installing MicroStrategy on their servers and connecting to their Amazon RedShift data sources.

BI Architecture Development

Creating the foundational BI objects required, including a set of attributes, facts, metrics, and reports that are still in use by the Voxy team today. This included some key training on SQL generation and the power of the BI engine.

Visual Data Discovery Preparation

Building the analytic environment of in-memory cubes and reporting structures that would empower the Voxy analysts to do the Visual Data Discovery and Ad-Hoc Analysis they were looking to do. This included some key education on how RAM worked in a BI environment.

Each of the key phases included both hands-on practice and workshop-like instruction which empowered the Voxy team to be self-sufficient when they were finished.

A Better Foundation for Analytics at Voxy

At the end of the two days, the Voxy BI environment was powered up and ready for the analytics team to take over and run successfully for their executives. They had the data connections they needed to their Amazon RedShift environment and an error-free, fully-architected, and running system. They had a functioning set of cubes, reports, and visualizations on which to base their analysis. And they had a personalized BI Best Practices Manual to fall back on with questions or needs as they came up.

But far more importantly, the Voxy team had a much better foundation on which to build their BI and Analytic environment moving forward. They were empowered to extract the value of the BI investment that they just weren't prepared for initially. They now know the power of the MicroStrategy platform and the power of their data environment and are far more equipped to build the powerful and insightful analytic environment their executives were looking for.

And they got there in only 2 days with the power of the Data Meaning HyperDeploy[®] Service.

Fast, Efficient Time To Value. Get There with Data Meaning.

To learn more about Data Meaning, please visit www.datameaning.com