



Data Meaning Enhances The Learning Experience's Business Intelligence



Data Meaning

Mobile Reports Rapidly Delivered to Executives and Franchisees

Business Challenge

The Learning Experience® (TLE) is a child development company that operates 130 childcare franchises throughout the US from their headquarters in South Florida. TLE plans to invest in its brand by building systems to gather information quickly and accurately. To realize the value of this investment, the technology must be intuitive so that every employee and franchisee can use it. TLE's technology strategy is to build a data warehouse as a single source of data throughout the organization. The company will then use Business Intelligence (BI) tools to organize and present relevant data to managers and franchisees. The first component of this technology strategy is operations management. Company executives require a consolidated and accurate view of operations. TLE also needs to keep franchisees up-to-date with key performance indicators via a flexible range of end-user devices.

Need for Consolidated View of Operations

TLE management wants a consolidated view of operations to be delivered to executives in a timely and accurate manner. Because each franchise operates its own data entry and record keeping, the legacy system was vulnerable to data-entry errors and delays in updates. Performance measures for each school—such as tuition revenue, student enrollment, billable hours, and payroll percentage should be available immediately from a single source. Data has to be organized to update key performance indicators as well as to enable ad-hoc reporting and drilling capabilities. The company needs to be able to distribute data comparing franchisees against regional averages without compromising individual franchisee data security.

Rapid Feedback to Franchisees Needed

To maintain its leadership in child development, TLE provides franchisees with rapid feedback on both the big picture and the details to help them manage their businesses. The company needs to communicate key performance indicators to franchisees as quickly and easily as possible. Individual schools can then benchmark their performance with those in their region and respond to unwanted trends. Franchisees also benefit from capturing every detail about their students, such as the distance that existing and prospective students commute to school. This is just one example of how a detail can allow the franchisee to plan intelligently for expansion.

Outsourcing Expertise to an “External” Team

TLE is a high-growth company with limited resources. They look to outsource key areas of technology such as Data Warehouse and BI in order to get the best expertise and resources in the marketplace to build solutions. They looked for a partner that could help them build a solution from scratch. The company also wanted a long-term relationship with their software solution provider—a partner that would be seen simply as an external team member.

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“We view Data Meaning as a long-term partner and team member providing our employees and franchisees with the BI tools they need to grow the company rapidly.”

Richard Weissman, CEO The Learning Experience

Easy-to-Use Intuitive Technology

TLE desires to invest in software that every employee and franchisee will find intuitive and easy-to-use. This allows the company to leverage the value of technology investment without creating barriers to access. Such an application would have to run seamlessly in multiple environments including web and mobile devices such as the iPad.

Data Meaning MicroStrategy BI App Expertise

After evaluating BI tools, TLE chose MicroStrategy because it had the best functionality to meet their needs. Then MicroStrategy recommended Data Meaning to provide consulting and implementation expertise. TLE contracted with Data Meaning because the company offers extensive experience and partnership to build the best solution with continued support over the long-term.

Data Meaning impressed TLE by creating a Proof-of-Concept iPad app within weeks of the initial meeting to demonstrate their capabilities. Data Meaning offers expertise in MicroStrategy development and was able to provide the data modeling to set up TLE's data warehouse and the ETL routines to consolidate data for reporting. Data Meaning adapted existing BI templates to speed development of operations reports for TLE executives and used existing MicroStrategy BI plug-ins to extend the application to the iPhone and iPad so that users could access data from mobile devices in addition to web browsers. Report data was also made available immediately instead of waiting weeks for consolidated reports.

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Google Maps and Graphics for Franchisees

Data Meaning developed user-friendly interactive applications so that franchisees could compare their school's performance against others in their region using charts. If the school is new (under 2 years), comparisons take into consideration the months in existence in order to level the playing field.

Data Meaning used specialist MicroStrategy expertise to build a mapping application indicating where students reside. As a result, student data can be displayed on a Google map by enrollment type in a view that toggles between active, inactive, dropped-out and prospective students. Data Meaning built a java application to interface with Google's map API and extract geocodes for student addresses on a daily basis.

Partnership For Rapid Growth

TLE looks to technology to provide their employees and franchisees with the tools they need to grow the company rapidly. The key to success is getting information quickly, accurately and more easily into managers and franchisee's hands. Data Meaning developed the operations module on time in three months. The roll out to franchisees was not only well received, but easy to implement. TLE plans to build on its partnership with Data Meaning to continue to roll out additional BI modules in the future.

The Data Meaning Value Proposition

The project demonstrates how Data Meaning expertise delivered a complex BI solution requiring specialist tools in a timely fashion. The Data Meaning value proposition includes bringing critical resources to bear on building BI systems without compromises in performance and functionality. Data Meaning is able to provide this specialist expertise directly to clients or as part of a larger implementation team.

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