

## BUSINESS ANALYTICS & SYSTEMS SUPPORT

### CHALLENGE

Our client, a Microsoft data analysis team, supports the worldwide partner marketing organizations within Microsoft, and is responsible for creating ad-hoc reports across multiple data systems where reporting does not otherwise exist. Microsoft's primary challenge and need was the ability to extract information from various systems—including partner, account management, opportunity management, and revenue reporting databases—and provide accurate reports for any Microsoft subsidiary or worldwide marketing team.

### SOLUTION

Allyis engaged a team of six full-time analysts to support the analysis group. This team consults with Microsoft program managers regarding which systems contain the data that they wish to analyze, makes recommendations on reporting layout, data points, and methodologies best suited to the reporting need, and frequently helps them to analyze and interpret the reporting data.

In addition to providing data and reporting consulting for business, operations, IT, and support teams, the Allyis team is also responsible for:

- Developing a customized Service Request tracking, reporting, and workflow tool which allows Microsoft to track all of the reporting requests and needs, prioritize them, and deliver them within a vigorous Service Level Agreement (SLA).
- Monitoring patterns in reporting requirements of our client's business stakeholders, ensuring that Microsoft optimizes existing reports to efficiently fulfill the needs of multiple stakeholders.
- Managing the upgrade and migration of tools to support emerging Microsoft technologies within the reporting space—including migrating to SQL Server 2005, SQL Server Integration Services (previously known as DTS), and SQL Reporting Services.
- Serving as a liaison between production and user support, operations, and other analysis/engineering resources to research data-related issues and provide feedback and resolutions as appropriate.
- Validating data, design, and adoption plans for an OLAP-based data warehouse designated as the repository for all partner data and key revenue/licensing data. The Allyis team creates adoption and deployment plans to integrate the tool into work scenarios for daily use, ensuring the reporting stakeholders can quickly and easily consume reports and lists generated through the tool.

### PRODUCTS & SERVICES

The six-member Allyis team provides end-to-end support including:

- SQL Development, reporting, analysis and systems support
- Project management

### KEY BENEFITS

- Provides Microsoft with complex reporting capabilities not available anywhere else, and ensures continuity of reporting through the client's constantly evolving infrastructure and systems.
- Provides experienced methodologies for onboarding mission-critical applications through rigorous corporate IT requirements, including Microsoft Application Security Assurance Program (ASAP), which meticulously evaluates an application's compliance with Security, Privacy, Sarbanes-Oxley requirements, and optimization policies.
- Creates reports which have enabled call-down and research activity for marketing initiatives that require a very specific cross-section of the partner community.
- Achieves over 99% QOS as defined in Service Level Agreement.
- Provides reporting and metrics that measure the team's handling of ad-hoc reporting requests. These metrics track important Key Performance Indicators (KPIs), helping the client perceive improvement trends, fluctuations in workload, and additional resource needs.

### TECHNOLOGIES USED

- SQL Server 2000/2005
- SQL Server Client Tools
- SQL Reporting Services
- Excel
- Visual Basic for Applications (VBA)
- OLAP viewers: ProClarity and panorama