CASE STUDY:
MILITARY

DATA**SOURCE**
CONSULTING
an EXL company

CLIENT BACKGROUND

Our client is a division of a branch of the United States Armed Forces and a critical component of ongoing military operations. They routinely engage in a variety of marketing and outreach activities focused on attracting volunteers to provide service to their country.

BUSINESS FOCUS

Over the years, marketing and outreach efforts have proven successful. However, there was an increasing importance to determine which marketing activities will generate the best, long-term return on investment. The successful completion of the project allowed our client to:

- Measure the quality and volume of volunteers based on specific marketing efforts
- Increase the number of volunteers when needed
- Provide measurable results for specific marketing campaigns

OBSTACLES

Two prior attempts at solving this challenge identified both technical and internal communication obstacles.

Technical Obstacles:

- Highly fragmented data structure
- Limited communication between financial and lead generation systems
- Utilization of disparate software solutions

- Outdated software
- Highly secured servers with limited access
- Latent ad hoc reporting tools and network connectivity issues

Internal Communications Obstacles:

- Limited SME's
- Difficulty garnering project ownership and sponsorship

- Increased latency from authorized users
- Insufficient reporting capabilities

THE DATASOURCE SOLUTION

Based on the obstacles presented, the client determined that new tactical and strategic approaches were needed.

Datasource Consulting was selected to deliver the project to completion, as a result of our prior experience and unmatched project delivery rate. Our plan involved implementing both a strategic and tactical methodology, involving three senior consultants for a two-part mission.

Strategic

Tactical

① PART ONE:

Part one focused on delivering a detailed landscape. Our veteran consultants launched an aggressive campaign of interviews with senior stakeholders and sponsors from both inside and outside the organization. Datasource conducted over 60 interviews with senior top ranking officials, stakeholders, core users, and sponsors. Based on the information provided, Datasource Consulting created a recommendations document outlining a comprehensive strategy to develop a pilot implementation consisting of:

over
60
interviews

- Existing fragmented systems integration using Oracle and InfaTools Stage Mapping Accerlator
- Correlation of marketing activities to overall budget allocation
- Translation of lead results into actionable ROI

- Analytics Integration:
  - Cost Data, Single Person Record, Marketing Activity, Accession Data
- Proper result identification.
- Development of a custom, actionable reporting system and solution

② PART TWO:

Part two focused on implementing a recommendations document, training current assets on the updated infrastructure, building a pilot system, and delivering a scalable architecture. Development on the pilot implementation was well underway, however as they reached the first milestone, a barrier presented a major roadblock - an inability to access a highly secured target system. An Act of Congress would be needed to gain access. Our consultants recommended an alternate route, requiring them to start over. The proposed strategy involved standing up the pilot integration (data mart, reporting tools, etc.), and using a SQL database and SSRS in the Datasource Consulting test environment. The intent was to integrate the solution in a different onsite target system once complete. Permission was granted. With a modified tactical plan in hand, our senior consultants marched on with development.

OBSTACLES

Gathering Data

With the help of several phone calls, formal requests, senior leadership, and the support of our sponsor, the obstacles were averted. The mission was back on track and nearing completion – a fully functional pilot implementation to deliver actionable reporting.

Security

THE RESULTS:

Datasource Consulting successfully installed the pilot system inside the client's system. The integration of the pilot took only two weeks and quickly delivered actionable reporting. Despite the changes in approach and hurdles, Datasource Consulting was able to deliver a successful solution that included:

- Detailed Recommendations
- Identification of current infrastructure weaknesses
- Development of analytics for cost data, single person record, marketing activitiy, and accession data

- Integration of onsite solutions
- Implementation of pilot solution with custom reporting suite
- Training, education & documentation for current users

DATASOURCE CONSULTING ADVANTAGES:

Overcoming Challenges
Many times during the engagement, our consultants encountered obstacles and needed to fine creative solutions. Familiar with these challenges, Datasource adjusted and delivered a functional and scalable solution, leveraging tested methodologies and proven best practices.

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The Datasource Consulting methodology, agile implementation, and relentless focus were key factors to the team's success."

Success

PARTNER WITH US

Contact us to learn more about how our data integration solutions can help your organization run more efficient operations.

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