



ClearViewRM™ Case Study

magnetic
north

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Background:

Magnetic North, with headquarters in Leicester, UK, provides a portfolio of productivity solutions designed to help organisations become more proactive and effective in their customer interactions.

Their innovative portfolio of web-based productivity solutions for outbound dialling and call recording is sold to Enterprise Corporations, Telcos and Hosted Service Providers around the globe.

The Business Challenge:

Helen Brighton, Head of Business Strategy explained *“quite some time ago, we’d recognised the need for a Scorecard solution that would give the Senior Management team and Sales, Finance, Delivery, Support, R&D and IS Management the ability to understand progress against KPIs and targets and an ability to drill down into the detail. Cost had been a major reason in the fact that we hadn’t undertaken this important development previously. When we saw the advantages that using Clarity Integration’s ClearView™ product suite could offer us, we were convinced to start right away.”*

The Solution:

Clarity Integration used their ClearView™ Requirements Manager tool to capture the requirements from the Sponsor and Management Team. This wizard-driven process quickly produced a design ready for validation.

Magnetic North’s key source systems were Pivotal CRM and Sage Line 50. Clarity Integration had already built interfaces to these two popular products to sit alongside the ClearView™ Intelligence Builder product and therefore only two weeks of customisation was required. This was rapidly followed by a short testing and implementation phase.

Initially, a company-wide scorecard was developed and this has been followed up by the development of scorecards at team and individual levels. The Intelligence Builder product contains hundreds of KPI’s which can be selected for use in a client’s solution.

Business Value:

The solution has delivered the KPI reporting that was required together with a capability for ad-hoc analysis of the measures and dimensions to support business planning and

management.

The senior management team at Magnetic North are delighted with the results of the project, which is quickly becoming an integral part of the business toolset, monitoring the core KPIs across the business.

Why Clarity Integration?

Dominic Gray, CEO of Magnetic North Software said *“we selected Clarity Integration because they convinced us that the ClearView™ product would deliver the solution that we required. We were also convinced that we would be up-and-running in the short timescales that we had available and that the Microsoft BI toolset that is used by ClearView™ had the functionality we needed at a very attractive price-point*

Our business requirements were captured quickly and accurately using Requirements Manager. The design was available just days later and reviewed with our technical people. The development and implementation periods were aggressive but Clarity Integration achieved them, with a little time to spare.

We’re delighted with the solution which gives us a complete, integrated understanding of our business. We believe we’ve secured a complete BI Scorecarding and Reporting solution for considerably less outlay than we’d originally budgeted due to the use of the Microsoft BI and ClearView™ product suites and the expertise of the Clarity Integration consultants.”

Clarity Integration:

Clarity Integration is an Information Management Consultancy and Systems Integrator that helps organisations increase the value they are getting from their existing data and by utilising our experience and capabilities in Data Migration Business Intelligence and Information Delivery.

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