

CASE STUDY

Two Ten Communications MyTwoTenData - Business Intelligence Platform



Provides versatile response management and fulfilment services that cover every aspect of direct marketing, from print and distribution to integrated call management solutions, from customer data capture to integrated transactions services.

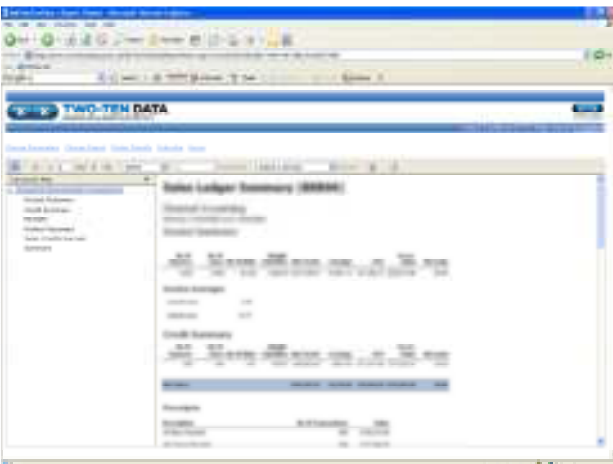
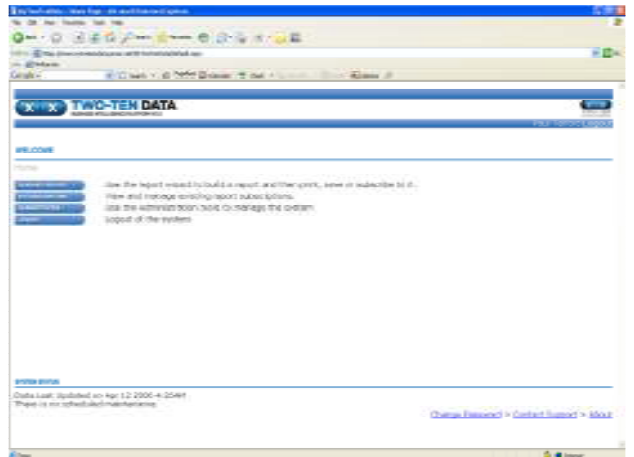
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Scenario

Two Ten manually created reports for customers on demand, often to tight deadlines. Many of their clients were putting pressure on Two Ten to deliver a solution that would enable them to analyse, subscribe and mine their own data via a secure web based interface

The lack of a true multi-client reporting solution was hindering new business opportunities as many competitors already provided a similar offering.

Data security in a multi-client environment was the biggest technical challenge that Arkitec Software had to overcome.



Solution

Arkitec Software provided a solution that helped Two Ten and its customers derive business intelligence from data held in a legacy system via a secure, web-based, intuitive, wizard oriented system.

The solution used industry standard technologies, provided rapid response and allowed a structured way of introducing new reports into the system. The solution was fault tolerant and scalable for future growth. Two Ten staff were trained how to design, develop and deploy new reports for the system.

The solution allowed Two Ten clients the ability to derive business value, helping them make informed decisions. Instant up-to-date information for all clients was now a reality.

Success

SQL Server 2000, Reporting Services, ASP.NET 1.1 with Windows Server 2003 were used to deploy the final solution.

“We have worked with Arkitec Software on several occasions now on large and small projects. Arkitec Software designed and developed a web based Business Intelligence system for Two Ten Communications using Microsoft technologies such as Reporting Services and ASP.NET. This new system had to integrate with our existing legacy system running non Microsoft technologies. The resulting solution delivers information to our customers in a way that was not previously possible, adding an extra dimension to our services. The solution has proven to be both reliable and stable whilst displaying the level of performance required to meet our customers expectations. Arkitec Software also provided training to TTC staff so that we are now capable of maintaining and extending the system in-house. Throughout the project we had access to all project documentation and were kept informed of any issues or risks to the project via the Arkitec Software Partners website, ensuring we always knew how the project was progressing. Arkitec Software have provided an extremely high level of service and we highly recommend them.”

Noel Lambert, Operations Director

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