

The Marketing Store

LogiXML Platform Delivers Value to Clients

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About TMS



A company that has a vision “To Be the Best Idea Company in the World” had better be able to deliver. The Marketing Store (TMS) makes that promise and recognizes that such an ambitious goal has several moving parts, each requiring constant monitoring and a constant drive to excellence. Web-based business intelligence (BI) from LogiXML helps TMS make good on its promise.

“The Marketing Store specializes in building and growing high-value sustainable customer relationships through ROI-driven relationship marketing, promotion and activation programs for high profile B2C and B2B clients,” says Margaret Ngai, Technical Director at TMS. “We offer integrated, end-to-end marketing expertise including CRM program development and execution, direct marketing, strategic consulting, market and customer-focused research, data management and analytics, creative, promotion and interactive services.”

The Issue

Interactions between TMS and their customers generate a large amount of data. To be effective, this data needs to be quickly analyzed, clearly understood and lead to focused business decisions. TMS was already employing the Web as the basis for their data applications, and wanted to get even more leverage out of this type of delivery. Also, they were already distributing reporting capability to nontechnical end-users through ad-hoc reporting, and sought to further improve this type of reporting.

“We develop automated Web-based reports as well as create manual ad-hoc reports from the marketing database we host for our clients,” continues Ngai. “The Web-based reports are developed using the .NET platform, while manual reports are usually data returned from SQL queries run against the database then re-formatted in Excel or PowerPoint. We wanted a BI solution that we

The Customer

The Marketing Store -
End-to-end Marketing Solutions

The Issue

The Marketing Store generates a large volume of data, for themselves as well as their clients. They sought a BI solution that would enhance the features of their Web application and streamline ad hoc reporting for multiple end users.

The Solution

Logi Info managed reporting and Logi Ad Hoc self-service end-user reporting.

The Result

- Faster turnaround on ad-hoc data has led to better and more efficient delivery of strategy and execution planning for clients
- The streamlining of report requests through the implementation of an integrated Web-based report presentation platform
- Widespread deployment of dashboards for clients

could use to enhance the features of our Web application and streamline ad hoc reporting.”

The quest began for a BI solution that would satisfy TMS’ requirements:

- Web-based ad hoc reporting for non-technical departments and end-users
- Report distribution via Web portal for the Operations team to easily assemble and distribute more complicated reports to other members
- Web-based client portal for key clients to easily access program metrics
- Easy integration with third party Web applications to replace current reports to reduce development costs and turnaround time for clients

“We evaluated solutions based on 80+ criteria in 10 different categories, ranging from ease of system configuration to reporting functionality to dashboard functionality,” said Ngai. “Our evaluation concluded that LogiXML offered a winning combination.”

The Solution

“There were three main reasons we chose LogiXML. First, various modules within LogiXML products are more integrated than others we evaluated. Second, their configuration is more intuitive for simple reporting applications. And finally, LogiXML’s server-based pricing allows for extensibility in using the platform for different applications.”

The Result

Once the decision was made to implement the LogiXML Platform, TMS shifted to the tactical phase and began setting specific goals. “Time reporting on measurements and results is becoming more critical for marketing functions. We can now provide faster turnaround on ad-hoc data to help plan and execute different marketing tactics for our clients. Also, we can now provide integrated Web-based report presentation platform to streamline report request from business users. And another benefit is that we can provide standard reporting presentation platform for Web development.”

Among the high-visibility clients who have benefited from TMS’ implementation of Logi is car-manufacturing giant Nissan. Liam Steuart, group account director for this project, provides an example. “Our first major project utilizing Logi for Nissan is their Service Retention Report,” says Steuart. “We embedded reports created with Logi Info into our custom developed Web application to display dashboards related to customer retention. The users can drill down to different levels of information, and download actionable customer lists from the application.

“We are also implementing Logi for operational reports that are used internally and presented to key client contacts. These reports, developed using both Logi Info and Logi Ad Hoc, are shared via the common Logi Ad Hoc Web-based portal for user access,” concludes Steuart.