



Qualex Case Studies

HIGHLIGHTS

Goal: To build a more efficient, responsive, cost-effective, and flexible business intelligence platform that would run in a near real-time environment.

Solution: Qualex Consulting Services' team of qualified SAS consultants integrated Futrix into Intellidyn's current platform, creating a more productive and collaborative environment for Intellidyn's staff and clients.

Results: Qualex's team of highly qualified SAS consultants integrated Futrix into Intellidyn's systems efficiently and highly effectively. Reports for clients -- which used to take two weeks to produce -- are now delivered in two hours. A time to market savings of up to as much as 80%. The architecture is highly scalable and easy to use.

Quotes: "Working with Qualex was definitely a high quality experience," says Mr. John Povey, Vice President, Data Strategy, "Qualex went above and beyond what we needed."

CUSTOMER PROFILE



Intellidyn

www.intellidyn.com

Intellidyn is an analytically fueled database marketing agency that leverages market intelligence, proven marketing methodologies, and multi-channel campaign services, to enable their clients to continuously increase ROI and total customer value across acquisition, retention and cross-sell programs.

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Intellidyn Enhances Its Business Intelligence, Cuts Down Its Development Costs, And Increases Efficiency with Qualex-Implemented Futrix Solution

Initially, Intellidyn was in the market for an advanced reporting tool for their marketing campaigns. The tool specifically had to run in a near real-time environment and the company needed a system that could free up time for its team, with the flexibility to adapt to a fast moving marketplace. In the past, Intellidyn had to engage a full team of programmers. After weeks of development time, Intellidyn found that, although their clients were impressed with the results, on the fly changes were often requested but these changes were difficult to deliver in a timely and economical manner. In attempting to respond to their clients' ever changing needs, Intellidyn's resources were stretched to the limit.

Working with Qualex, Intellidyn was able to maximize its resources and achieve greater client satisfaction by responding to clients' needs instantly and providing a productive collaborative environment with its clients. The team at Intellidyn can now easily provide solutions to their clients in a timely fashion. Reports for clients -- which used to take two weeks to produce -- are now delivered in two hours. "After implementing Futrix, we've cut down our speed to market on campaign performance monitoring by as much as 80%," said John Povey, Vice President, Data Strategy at Intellidyn. As a result, resources at Intellidyn are utilized with maximum efficiency.

With Futrix's high level of flexibility, Intellidyn marketing analysts no longer need to resort to programmers for any data changes. They now have the ownership of data and can make direct changes at clients' requests immediately and with no programming knowledge required. "Futrix is one of the few systems we've seen that allows extreme flexibility on terabytes of data," said Mr. Povey.

Previously, there was no platform that allowed high interaction between Intellidyn and its clients. Now, Futrix acts as the platform where the Intellidyn team and their clients can share reports and ideas with each other. "Our clients can now effectively manage marketing ROI in real-time," said Mr. Povey. "This collaborative environment increases productivity between us and our clients. We have experienced significant increase in client satisfaction."

Benefits

OBJECTIVE	BENEFITS RECEIVED
Deliver a better BI Platform	Qualex has delivered a flexible analysis and reporting tool, using a more powerful and easier-to-manage underlying architecture.
Improved productivity	What used to take two weeks of development time now takes two hours.
Deliver a solid return on investment	A time to market savings of up to as much as 80%.