



Qualex Sports Team Case Study

Challenge:

One of Qualex's many clients is a professional sports team that represents the National Basketball Association (NBA) in a large metropolitan market. The team contracted with Qualex Consulting Services to implement an Enterprise Data Warehouse (EDW), Business Intelligence (BI) and analytics solution.

Solution:

Leveraging our knowledge of data warehouse design, Qualex implemented a sports-centric data model to support data elements from the teams ticketing, financial and customer relationship management (CRM) systems. Prior to Qualex's implemented solution, data about team operations was accessible primarily only within each of the teams operational source systems; in effect, constraining the team with several independent "silos" of operational data. Accessing data within more than one system at a time proved both time consuming and inefficient.

Benefits:

Qualex addressed the challenges presented by these "data silos" by organizing data from the teams various operational source systems into a consolidated data warehouse using Qualex's iQ-Sports™ data model. BI portals integrated to the warehouse now team management quick and easy access to key operational data in order to facilitate strategic decision making in a more timely manner.

Qualex developed a custom solution built specifically around the teams business needs. The implemented solution leverages the teams investment in technology to "do all the heavy lifting of data" so team management team can spend more time analyzing their business in order to make strategic decisions.

Implemented Solution

- Patron Value Optimization (PVO) for Sports

Operational Source Systems

- Archtics – local TicketMaster database for the NBA team and non-sports oriented arena events such as concerts & shows
- MS Dynamics – CRM, marketing partnerships, contracts & inventory.
- MS Great Plains – financial and accounting information.

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