



## CRYSTAL DECISIONS SOLUTION

TradeOne Marketing Delivers Rich Analytics and Powerful Information Delivery to Clients with

# TradeOne Marketing



"The Crystal Decisions integrated product suite allowed TradeOne Marketing to differentiate itself in its market by offering a highly secure, stable architecture that delivers web-enabled robust analytical services. We empowered our clients to improve the ROI on their marketing dollars, and tripled our reporting output at no extra cost."

—Dan Hickox, chief information officer  
TradeOne Marketing

### Solution Snapshot

**Customer Profile:** TradeOne Marketing specializes in the design, implementation and payments of co-op advertising, SPIF (Sales Promotion Incentive Funds) and MDF (Market Development Funds) that Fortune 500 companies pay out to their retail channel.

**Industry:** : New Media

**Crystal Decisions Solution:** Crystal Enterprise™; Crystal Analysis Professional™

**Application Environment:** Customer Service Delivery

**Data Source:** Oracle; SQL Server Analysis Services 2000; VisualStudio.NET

In today's hyper-competitive consumer market, advertising budgets and marketing campaigns are subjected to increasing scrutiny. While marketing data is measurable by the size and qualitative features of its target audience, collecting and analyzing it is beyond the means of many companies. TradeOne Marketing collects, analyzes and reports on client marketing campaign effectiveness and also collects competitive information from various media including print, radio, TV and online. Consequently, the level of customer service TradeOne Marketing provides depends largely on the quality and quantity of the information it delivers.

### Business Situation

TradeOne Marketing wanted to boost its online presence through the development of new customer services that featured enriched marketing information delivered to clients via the Web. "Our reporting was limited to two-dimensional, static reports," says Dan Hickox, chief information officer. "We wanted to be ahead of the curve in delivering self-serve, enhanced marketing information that would empower our clients to improve the ROI on their marketing dollars."

### Business Solution

TradeOne Marketing deployed Crystal Decisions' Crystal Enterprise, a powerful enterprise reporting infrastructure that delivers flexible, web-based reporting solutions. The company also utilized Crystal Analysis Professional (which integrates seamlessly with Crystal Enterprise for multidimensional OLAP reporting) to enhance analysis of clients' campaigns. "Our Crystal Decisions solution provides end-to-end functionality, from its web-enabled platform to sophisticated, interactive analytic reports for our clients," says Hickox. "The solution enables us to provide value-added service, cut costs, and increase productivity in IT and customer service."

Both internal staff and TradeOne clients benefit from the solution—clients can opt for enhanced OLAP reporting and associated reporting delivered over the Web, that provide them with new, valuable marketing information. "They are very pleased with the ability to graph and visualize data in multiple ways," says Hickox. "We wanted to allow them to correlate sales growth with activities in co-op spending, and be able to view reports containing competitive information."

TRADEone MARKETING

# TradeOne Marketing Delivers Rich Analytics and Powerful Information Delivery to Clients with a Crystal Decisions Solution

## Business Benefits

- Achieved 300% improvement in reporting productivity
- Anticipated 10% increase in call center productivity
- Enabled development of new, value-added multidimensional analytic reports
- Reduced the time it takes to write a report from three days to less than one
- Delivered new services to clients, differentiating the company and boosting its online presence

TradeOne Marketing pushes data from Oracle into Microsoft SQL Server Analysis Services 2000, and uses Crystal Analysis to tailor cubes and reports for all aspects of clients' marketing campaigns. "We update these nightly, so clients have 24x7 access via any browser. We can also ship them the cubes for their own machines."

According to Hickox, the solution has delivered significant improvements in IT and sales service delivery productivity. "Service delivery managers' reporting productivity has increased because they can pull data straight from Oracle. We've reduced the number of times they call on a programmer by over 50%," says Hickox. "It used to take programmers three days to write a report—now it takes one."

TradeOne's strategy includes a re-architecture of its system to Visual Studio.NET. "The fact that Crystal Reports for Visual Studio.NET is the core enterprise web-reporting standard for Visual Studio.NET was critical in our decision. In fact, it was the reason we considered Crystal Decisions in the first place."

## Access.

TradeOne Marketing clients have secure web access to Crystal Decisions' multi-dimensional reports where none existed before. "Our clients can now better manage their Co-op or MDF funds by seeing the efficacy of different allocations in various media," says Hickox. "They also have access to competitive information anytime, anywhere."

## Analyze.

Crystal Decisions' interactive analytic reports contain different cube views on each page, so clients can move intuitively through various views. "Clients can see individual retailers and the Co-op or MDF dollars allocated to them, and compare that to sales results," says Hickox. "They can drill down to see results over time, by product, by region or state, or any combination of these."

## Report.

"When clients log onto our extranet, they see reports that match their standard corporate look and feel," says Hickox. "Crystal Decisions' technology is so flexible, we've made it so that our clients feel like they're on their own website."

## Share.

TradeOne Marketing shares multi-dimensional marketing campaign information with clients via the Web, improving the quality and quantity of data and boosting call center productivity. Call center staff used to spend 10% of their day answering questions that clients can now answer themselves," says Hickox

## About Crystal Decisions

Crystal Decisions develops integrated business intelligence applications that include the award-winning Crystal Reports, Seagate Info, Crystal Analysis, Crystal Enterprise and Holos. Crystal Decisions can be found on the Web at [www.crystaldecisions.com](http://www.crystaldecisions.com).

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