TREEHOUSE
TECHNOLOGY GROUP

TREEHOUSE TECH GROUP CASE STUDY.

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BACKGROUND:

In 2015 Treehouse Technology Group partnered with an information technology and telecommunications market research analyst firm. They specialize in the creation of qualitative content and quantitative data that helps organizations reduce operational risk, uncover new opportunities and execute strategies efficiently and profitably. Their research areas span the computer and networking equipment fields, from Business Intelligence and Analytics to the Internet of Things (IoT), in addition to Management Consulting, Digital, Software and Telecom Vendors. Their approach to market research allows them to deliver strategic analysis and unique insight that provide actionable intelligence to their customers.

Similar to many other research firms, our partner collects and manages data used to generate a variety of insights and reports, including benchmarking, market forecasting, line-of-business analysis, revenue, profit modeling and more.

The core issue that they have wrestled with over the past 20 years is how to create a centralized data management system that would allow them to more efficiently organize their data, more easily integrate data from outside sources, and better present their data in a way that would demonstrate the most value and provide the best insights.

For 20 years, the team had a vision of how their data system should be managed. In less than 18 months, Treehouse Technology Group (TTG) helped them bring it to life.

THE CHALLENGES:

Challenge #1:

Our Partner required improved workflows and operational scalability around their data management. With no central place for data management, they were storing files rich with data but were unable to efficiently mine that data for insight. For example, their work product consisted of Excel spreadsheets and PowerPoint presentations, which made it difficult to digitally distribute, consume and integrate new data sets together.

Challenge #2:

Data and data collection processes were heavily tied to the individuals who managed it – i.e. the data lacked structure and was only understood by people managing the individual sets.

TREEHOUSE TECH SOLUTIONS:

TTG took a multi-phased approach to implementing a completely customized data management system, tailored specifically to our Partner's needs.

Phase I: TTG built out our Partners data infrastructure and moved their storage to the cloud.

Phase II: TTG built out a management layer that allowed business users to manage their own data in the database without the assistance of a database developer.

Phase III: TTG created tools to validate data upon loading to ensure the highest quality product possible, with extra audit controls for the management team to utilize.

Phase IV: Lastly, TTG built out a series of front-end, consumer-facing analytical dashboards that allowed their clients to consume and interact with their data in new ways.

The success of each phase was driven not only by the technical implementation, but also by TTG's management of the entire product development lifecycle from start to finish. Indeed, a key component of the product's success was the ability of the TTG team to roll out a development and implementation process that our Partner could retain in perpetuity. Accordingly, not only were they left with a physical work product, but also now hold a lasting method for working with and developing software.

RESULTS:

As a result of this multi-phased implementation, our Partner has created a new process that allows them to manage their core asset: data. This has led to improved gains in production quality, reducing future labor cost by automating repetitive tasks, and most importantly, increased opportunities for new business. Furthermore, by offering new features to their book of business, they are able to reduce attrition.

With TTG's new centralized data system in place, our Partner can rest assured that its data – the foundation of its business – is not only easily consumed and accessible, but its quality and integrity sound.

Key results:

- Increased data integrity
- Improved data consumption
- Improved internal operational efficiency
- Revenue improvements
- Saved time and money