

teradata.

Customer Success Story

Sales and Marketing Analytics

When Teradata, a leading global provider of large-scale data warehousing and business analytics technologies, needed a powerful, cost-effective solution to understand its sales pipeline, it turned to KiZAN for help.

Challenges:

- ▶ Needed visibility to current and historical sales performance.
- ▶ Needed proper forecasting of subscription revenue through life of contract.

Solutions:

- ▶ KiZAN developed a cloud-based end-to-end business analytics solution based on Azure SQL Database and Power BI.
- ▶ Close integration with Microsoft Dynamics 365 allowed for Power BI dashboards to be embedded directly into the CRM system, providing a convenient unified user experience and a rich array of data visualization options

Results:

- The business intelligence solution enabled the Teradata sales team to not only analyze the sales pipeline, but also to project service and subscription revenue throughout the life of their contracts (previously unavailable)
- TeraData continued to uncover business cases for Power BI and deployed 10,000 licenses company wide



Power BI

Learn more about how KiZAN can transform your data into business insights.



KiZAN Technologies
www.kizan.com