FYI Solutions helps SiriusXM Radio successfully leverage BI investment

Background

Sirius had expanded to 19 million subscribers that greatly enhanced the complex nature and scope of Sirius's organization. Cognos CRN was selected in 2005 from a competitive field of other software tools to be utilized across an enterprise wide BI initiative.

After initial prototyping, Sirius bought into the vision of a scalable and robust information architecture towards pursuing a strategic design and implementation of the BI environment. FYI Solutions was personally asked by the Director of Data Warehousing to assist in this complex, strategic initiative.

Client's Business Problem

As Sirius grew, it realized it needed to pursue the creation of a strategic information architecture which would facilitate the consolidation and transparency of subscriber analysis.

Executive Management wanted to provide self-service reporting to business end users and alleviate workload on key IT resources to free them up for high-value business analysis. The kind of analysis that aimed to build loyalty and retention rates among existing customers. The business communities' were constantly requesting information to support developing strategies to grow average revenue per user through customer retention, process improvement, and product innovation.

Sirius as a subscription based organization is seeking to derive value from the entire customer management value chain, from database interrogation to inform and drive marketing and cost-reduction strategies, to development of powerful people and systems strategies which can deliver the highest level of customer service

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Chandler Klose
Director of Data Warehousing.

Project Approach

An envisioning phase included a business requirement assessment, which prioritized 'quick wins' that could be implemented to resolve current operational issues.

During the plan and build phase, the design and development of all solution components, e.g. Database, cubes, reports, ETL, was completed and accompanied by the necessary documentation (procedures, standards, templates, etc.).

FYI Solutions established a best practice model in the initial information architecture design to ensure that the solution was robust and flexible enough to extend well beyond the current requirements. At the same time, FYI Solutions was responsible for knowledge transfer to build knowledge and expertise in house. This phase took the form of an iterative process. Each iteration had a defined objective and scope as the iterations progressed from simple to complex.

The solution test focused primarily on integrity testing. The phase consisted of rolling the solution to limited stakeholders with responsibilities and accountability for user acceptance testing.

FYI Solutions Improves overall Business Results

Data Integrity

As Sirius started creating their business intelligence solution, one of the most important goals was data that everyone can agree on and believe in. "Since deploying our BI solution there are fewer questions on data integrity due to a Single Source of Truth." says Chandler Klose, Director of Data Warehousing.

In addition to giving users data they can trust, they also have the ability, with our reporting functions, to explore the data on their own. A growing number of power users with sharper analytical skills and improved confidence are expected.

Ease of Deployment and Use

Sirius found that in the past, every BI solution involved significant development work. Users would request a report to answer a specific need and IT would often spend days, defining a new report and creating it. Now it is so easy to work with the data that the users are able to do their own analysis without asking for IT help. This helps them explore data in near real time, and frees up highly-skilled IT resources to support high-value tasks such as data mining and predictive analytics.

The deployment leveraged existing technologies from integrating security with the Active Directory authentication provider, doing ETL with SQL Server SSIS stored procedures, to creating cubes with Essbase, and building reports with Cognos Report Studio.

Contact FYI Solutions

Ask how our targeted, experienced solutions can help you deliver timely and trusted information for better business outcomes.

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About FYI Solutions

At FYI Solutions, we have a mission: to unlock the power of your business intelligence investment. By studying your business environment—from processes to information flow to data architecture—we identify and strengthen weak links throughout your entire reporting ecosystem in order to boost the productivity of your information delivery system. In the end, you'll access the data you need more easily, efficiently, and powerfully. Simply put, you'll have increased your ROI—that is, your return on intelligence.

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