

Analytics Platform Selection

The Challenge

Through the introduction of Smart Meter technology, a major player in Australia's utilities market had access to larger amounts of customer information than ever before.

The business identified that a tailored platform was required to hold and manage this data so that a diverse range of reporting, statistical, analytical, real-time event management and predictive modelling activities could be produced to use its assets in an optimised fashion.

To make this a reality, they went to market to engage a supplier who would be able to develop a business case, manage the RFP process, help with the selection of the appropriate solution, as well as architecting and designing the required platform.

Our Solution

InfoCentric gathered business requirements providing a total cost estimate coupled with a business case for the project. We designed and managed the RFP process that would allow the optimal resolution to be chosen by the client, creating and designing the initial solution which the new platform would be created upon.

See diagram.

The Benefits

InfoCentric has a large pool of experienced consultants which provided high quality and cost effective application support and maintenance that resulted:

- More efficient asset management;
- Increased profitability through more accurate reporting and understanding of network load; and
- More in-depth analysis possible as a result of implementing this solution, based on unique business requirements.

InfoCentric ensures long-lasting and trusted outsourcing expertise that enables clients to mitigate risks and get prominent quality of service.

How will InfoCentric help enhance your organization insight today and tomorrow?

Benefit	• What are the benefits?	LOW	MEDIUM	HIGH
Impact	• What impact will this have on customers?	NEGATIVE	NEUTRAL	POSITIVE
Time	• In what timeframe can benefits be realised?	> 1.5 yrs	0.5 – 1.5yrs	< 0.5 yrs
Cost	• What is the size of the investment?	HIGH	MEDIUM	LOW
Organisational Risk	• How big are the changes in roles, structures and processes?	HIGH	MEDIUM	LOW
Technical	• What is the risk of implementation?	HIGH	MEDIUM	LOW

InfoCentric Decision Framework for Positioning Initiatives

"Without this platform our company could not operate its critical business process effectively, InfoCentric is pivotal to its continued operation"

Senior Analytics Manager, Customer Insights Group

Ideal Partner

"Your end to end knowledge of retail, information management and customer behaviour makes you the ideal partner to help drive our business into new and exciting areas."

General Manager, Store Operations

Thought Leadership

"The thought leadership you have displayed has allowed us to improve our customer understanding in ways we would never have considered. For example, retaining high value customers by stocking high loyalty products that we would normally have deleted."

General Manager, Merchandising

Engage with InfoCentric

Find out how InfoCentric can help you get more insight into your organisation's information today.

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