



## Global Software Delivery Model Case Study: Business Intelligence & Data Warehousing Using Microsoft SQL Server Reporting & Analytical Services

### PROJECT DETAILS

- Client:** A Major Health Care Payroll Provider
- Vertical:** Health Care Services
- Technologies:** Microsoft Reporting Services, Microsoft Analytics, SQL Server
- Solution:** Business Intelligence, Dataware Housing, IOTAP Solutions for Microsoft Platform Partners
- Highlights:** Intelligent Report Delivery Model  
Real time reports.



Tridion



Sharepoint



Endeca



DNN



MS Dynamics

IOTAP built a Intelligent Report Delivery Model that will allow publishing of reports to multiple channels.

The Reporting solution increased the Customers ability to make timely decisions

## BUSINESS SCENERIO

The health care service provider had launched a service where they had tied up with different fitness centers and were offering promotional discounts to its subscribers to use the fitness centers around the country. The existing OLTP application held several records containing information about enrollees and the associated fitness centers.

However the marketing department needed access to the following information

- ▶ Have the ability to forecast enrollments based on historical trends
- ▶ Understand profitability ratios and compute which fitness centers were not cost effective
- ▶ Which age group within their membership was using the offering effectively
- ▶ And other reports to make the future marketing more effective

## SOLUTION

IOTAP along with the help of a Microsoft Platform Partner (MPP) came up with an innovative solution which helped the customer's marketing group to view the required reports.

MPP was engaged in functional specification of the application and gathered all of the different business rules of the processes.

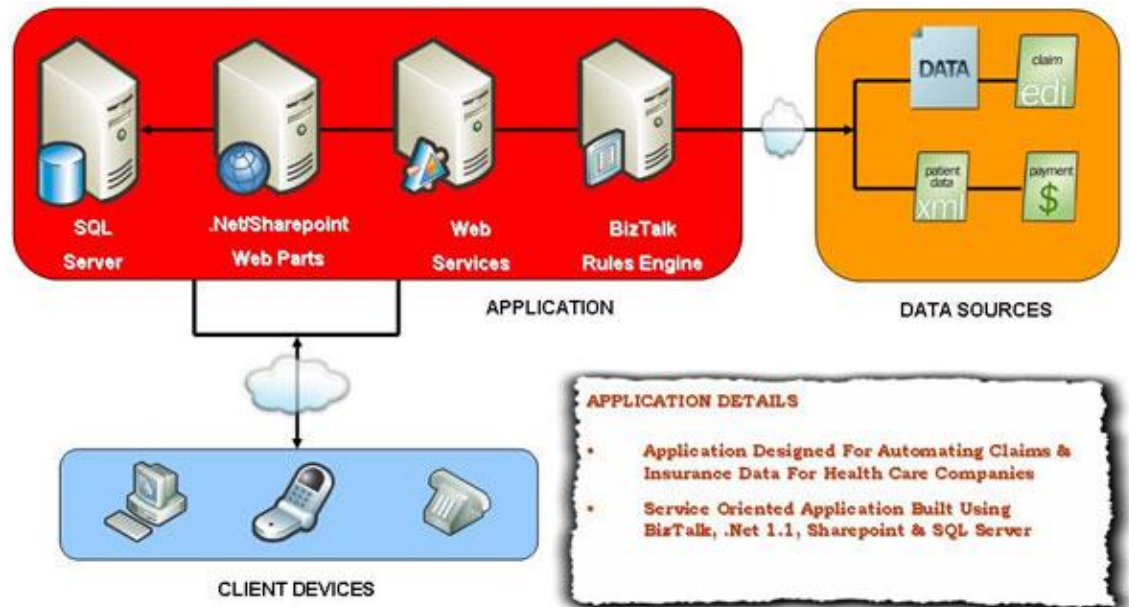
- ▶ Screen Mockups
- ▶ Functional Specification
- ▶ Database Schema

The functional spec was then shared with IOTAP and IOTAP developed a Sharepoint Services solution to tackle the problem.

Here are the technical steps, which IOTAP followed to implement the solution

- ▶ Understand the database structure and reporting requirements as per the functional specification
- ▶ Step2 Develop Report using MSRS Visual Studio 2003 plug-in
- ▶ Build Multiple Intelligent Report Delivery Model and ..
- ▶ Publish to portal, send email alerts using SMTP, etc

The reporting solution on an automated basis pulls data from backend systems and generates real time reports.



## BENEFITS

Key benefits include the following:

- The Reporting solution has already helped Customer to increase its ability to make decisions.
- ▶ The reporting solution on an automated basis pulls data from backend systems and generates (almost) real time reports.
- ▶ Easy integration with active directory helped customer tie the application with existing user base
- ▶ Out of the box Microsoft Reporting solution, seamless integrated with SQL Server, provided unparallel cost and maintenance advantages
- ▶ Eliminated service costs. Deploying an in-house solution enabled Customer to gain more timely access to data, and also enabled it to eliminate the ongoing cost of an outsourced solution.

## About IOTAP

- ▶ Business Since - March 2004
- ▶ Provides Offshore & Onsite Software Development & Support Services
- ▶ Based out of Mumbai & Chennai India
- ▶ Microsoft Gold Partner
- ▶ Microsoft Silverlight Partner
- ▶ STPI Certified Facility
- ▶ Co-Founded By Oracle & IBM Alumni



## Contact Information

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