Solution Summary

ChiasmaData

ChiasmaData provides a suite of highly configurable data integration, data warehouse and BI tools and services that allow marketers to understand and manage customer interactions across multiple channels alongside detailed product and finance information. The system enables direct integration with company websites, email broadcasters etc. for campaign automation.

Chiasma's core focus is the integration and exploitation of data for the commercial benefit of its clients.

While many businesses aim for efficiency in their operations and creativity in their sales and marketing they are too often hampered by a lack of access to robust, reliable information.

Multi-Dimensional Customer View

ChiasmaData's data warehouse is intended to give a multi-dimensional view of the customer. Its integrated and configurable de-duplication and data validation routines allow you to look at customers from multiple angles: how do they communicate; what do they buy; what margin do they generate; how often do they purchase; what media were they acquired through?

These and similar questions can be answered in any combination to provide a rich source of insight into your customers, their value and needs.

Business Intelligence

Having information and data available is the first step – making the information simple to access by the business and not just specialists is critical to its effective use.

By using a combination of customer-defined Dashboards and Reports supplemented by full OLAP (OnLine Analytic Processing) techniques that allow users to "slice and dice" the data in the familiar environment of Microsoft's Excel while directly accessing multi-million record data sources.

As a vehicle to analyze patterns of information this approach is extremely powerful and many organizations rarely need to go beyond this. If a more rigorous statistical approach is required then organisations can either choose to use the integrated data mining models to perform Chaid, Decision Tree or other analysis – or connect a third-party tool such as SAS's data mining tools.

Campaign Automation

With your data under control you can now use the power of the data warehouse to create dynamic campaigns triggered by events on your website, in your email campaigns or social media feeds that directly reflect your knowledge of your customers – irrespective of the channels and partners you work with.

Data Silo's

As technology has evolved at a tremendous pace over the last decade organizations are faced with an array of often incompatible applications that were originally purchased to perform a specific function: accounting, customer service, sales support, manufacturing, logistics etc…

The challenge is re-integrating the information without a complete re-wiring of the company's application infrastructure.

ChiasmaData's approach is to leave the "systems of record" intact and to integrate the information by exercising the full range of capabilities that exists within the Microsoft SQL Server products augmented by a full set of reporting and instrumentation that facilitates a record-level audit of every integration step.

Scalable & Flexible

Using these techniques we have successfully created fully-auditable data warehouses from dozens of source systems varying in size from a few thousand customer records to many millions.

The modular and configurable structure of the data warehouse and its connectors to data sources (E.g. your accounting system) and data consumers (E.g. your email broadcaster) provides great flexibility in creating a custom solution. Through this structure data can be acquired or provided to any source or consumer of data that has a defined interface. Examples of this include direct connections to company databases, retrieving third party data provided as csv or XML files or exercising the API (Application Programming Interface) of service providers.

ChiasmaData designs, builds and manages databases, reporting and business intelligence solutions for marketing, finance and operations. If you would like to discuss how we might help you make more of your information, simply email paul@chiasmadata.com or call 01276 919819.

Technology for Business

ChiasmaData

Data Integration

The foundation of an effective business information solution is a well-designed data architecture.

Combining technical excellence and commercial experience with the powerful Microsoft software allows us to not only integrate your information systems but to understand the business context in which they operate so the solution fits your business.

"Not just the what but the why of data integration."

A key element of all of our integration work is the reporting structure that surrounds it.

What data moved, when, to where and what did we do to it.

This provides an audit trail that makes maintenance efficient, ensures the integrity of the data and, compliance with data protection, SARBOX and other regulatory regimes.

Data Warehousing

The two big challenges for marketing in the last few years have been the rise of multi-channel marketing and the increasing use of near real-time information from email, web and social media triggered events.

Put simply, when and wherever your customer clicks - you need to know and react.

To bring together the information stored in your finance, production and marketing systems and make this immediately available needs a new approach to building marketing data marts: an approach that blends the technologies of data warehousing with the processing capabilities of a transactional database system.

This results in a "Multi-Dimensional Customer View". That combines the most up to date knowledge of your customer along with the history of every interaction.

Business Intelligence

Business Intelligence and Reporting were, for many years, only achievable using custom reporting suites from specialist vendors that often cost many thousands of dollars.

Today, extensive reporting capabilities are available as an integrated component of Microsoft's SQL Server database.

In fact, the cost of developing a sophisticated reporting and BI suite is dominated by the effort required to understand exactly what the business wants to report and, importantly, how it wants the information displayed and distributed.

As part of every engagement we implement reporting and BI solutions ranging from simple online reports to full multi-dimensional analytic cubes with statistical data mining tools.

All tools are easily accessible through standard office applications.

Marketing Automation

Getting data into a marketing warehouse is just one half of the equation – using the results to drive opportunities and improve marketing productivity is the other half.

The Data Warehouse has a modular construction that allows connection to third-party systems to drive email, SMS or offline activity. Then, to close the loop, the response data (opens, clicks, page landings etc) can be acquired and processed to drive further activity.

In other words, intelligence driven, closed loop marketing.

You know who your customers are, their purchases, their interactions, their social groups, what you have communicated and what they have done in response.

Now you can get *really creative*!