Yellowfin

Case Study
Resolve Intelligence

resolve INTELLIGENCE

Summary

Integrating Yellowfin's Business Intelligence (BI) solution into Resolve's Dynamic Case Management (DCM) platform, and rebranding it as the 'Resolve Intelligence' reporting and analytics module, has enabled Resolve to:

- Satisfy customer demand for functionally rich reporting, analytics and dashboarding capabilities

- Capitalize on the new revenue stream created via the Resolve Intelligence reporting module

- Exploit Resolve Intelligence as a competitive advantage to better compete for new clients

- Use internal resources efficiently by relieving them of the need to independently develop, maintain and support a comparable in-house BI module

Company

Established in 1994, Resolve is a leading Australian software platform that provides flexible Dynamic Case Management (DCM) solutions that are used to record and manage business processes.

Resolve's customer list continues to increase with their constant innovative marketplace approach. Their agile DCM software has attracted a wide user base that includes utilities, fast-moving consumer goods (FMCG), health, telecommunications, transport industries and is used as a core business system by government departments across Australia and abroad. Resolve is recognized as the leading provider of bespoke DCM solutions to customers in both on-premise and cloud environments. Resolve has 60 full time staff and over 90 customers, with offices in Melbourne, Sydney, Brisbane, Canberra and Wellington (New Zealand).

Challenge

Prior to integrating Yellowfin's Business Intelligence (BI) software, Resolve's DCM solution contained basic reporting capabilities for transactional information. Resolve supplemented its in-built reporting with Excel-based charts. This approach offered users basic visualizations, which did not provide customers the analytical reporting capabilities necessary to explore their data in detail.

Resolve saw the opportunity to provide its customers with greater value and insight, by embedding advanced analytics and trend reporting as well as a quality presentation layer in a dashboard format.

"More and more of our customers who operate their DCM solution, as either a complaint or investigative system, required automated reporting for management or board meetings," said Resolve Marketing Executive David Howard.

"The reports needed to be easy on the eye, visual, and at textual and summary levels – but with comprehensive drill down capability. Before embedding Yellowfin, we were struggling to meet customer demand for more sophisticated reporting and data exploration. We knew that failing to acquire this type of capability had the potential to impact our future sales success."

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Summary

Resolve Intelligence (Yellowfin) is empowering Resolve clients to:

- Explore, analyze and present their case management data with ease and uncover data-based insights quickly

- Organize case information, investigate possible solutions, collaborate with others and ultimately make better, faster data-based decisions

- Identify trends and opportunities in each case, ultimately aiding faster, more effective resolution

Solution

By embedding Yellowfin's BI solution in its DCM software, Resolve has empowered its clients to produce advanced reports and conduct sophisticated analysis. This new BI capability has been rebranded as 'Resolve Intelligence', which is offered to clients as an additional 'value-add' module. Clients can now analyze and present their data with ease, and uncover data-based insights quickly, in order to support better, faster fact-based decision-making. Resolve Intelligence enables clients to identify trends and opportunities in each case, ultimately aiding more effective resolution.

"Yellowfin has a great partner program that allowed us to embed their solution in Resolve's DCM platform with ease," said Howard. "And, because Yellowfin is a channel-based business, we also gained access to their comprehensive list of networked delivery partners, who provide real expertise on the ground, wherever our customers are throughout the globe."

With Yellowfin's BI package, Resolve has been able to do more for it clients, while using fewer resources.

"Features customers relish the most include its ease of use, dynamic dashboards, drill down, drill through, breadth of collaborative features and sophisticated mapping capabilities," said Howard.

To give its clients access to the new Resolve Intelligence module, Resolve developed a connector – a tool that dynamically reads the schema of the DCM solution and creates a data-mart with all entities and defined relationships. Yellowfin accesses this data-mart. If Resolve Intelligence reports highlight something that needs immediate investigation, Yellowfin (Resolve Intelligence) can directly access the DCM solution production database.

Results

Resolve has worked with Yellowfin to incorporate the Resolve Intelligence module into its DCM offering, enabling users to organize case information, investigate possible solutions, collaborate with others and ultimately make a decision based on the data provided to them.

As a result, Resolve is now able to meet demand from existing customers for functionally rich reporting and analytics capabilities, capitalize on the new revenue stream created via the Resolve Intelligence module, and better compete for new clients – all while using far fewer resources than if they were required to develop a comparable BI module in-house.

Via Yellowfin's BI software (Resolve Intelligence), Resolve provides customers an initial reporting and analytics package that encompasses three dashboards (incorporating 8 reports). Some of the key metrics reported on within the initial Resolve Intelligence starter pack include: Analysis of issues raised by complaints, geographic source of complainants, respondent performance and total time taken to resolve cases.

Resolve Intelligence is now being offered with all DCM opportunities that Resolve pursues.

"We no longer have criticism from our prospects that BI is not available, and we are now working towards ensuring that more customers actually deploy BI and realize the benefits," said Howard.

Partnering with Yellowfin has enabled Resolve's users to gain greater insight into exception reporting and independently create and present high-quality reports regarding their specific case management investigations.

"Yellowfin understands software partnerships really well," said Howard. "They are inclusive with knowledge sharing, general support, deep technical advice and go-to-market activities. No request for assistance has gone unanswered."

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