

Case Study Werkspot



Summary

Werkspot wanted to make their reporting and analytics processes more efficient and accessible to a wide range of non-technical business users. Using Yellowfin's Business Intelligence solution, Werkspot has been able to:

- Free IT resources from manual report creation and query processes
- Deliver deeper, more insightful and personalized KPIs to business decision-makers throughout the organization in real-time
- Pinpoint, track and replicate successful business practices

Company

Werkspot is an Amsterdam-based company that develops and delivers an online aggregation platform for the home services market throughout the Netherlands. The platform acts as a portal, connecting consumers with qualified service professionals from a wide range of domestic service industries, including construction and demolition, plumbing, interior design, heating and cooling, white goods repair, cleaning and automotive.

The platform operates by allowing consumers to post a Request for Proposal (RFP) on Werkspot.nl. Registered service professionals can then respond to those RFPs with a proposal and quote. Consumers then use Werkspot.nl to assess RFP responses by type of offering, user ratings and price, to select a provider that best matches their needs.

Werkspot's business model works on a subscription basis, whereby service professionals pay an annual fee to register as an approved Werkspot.nl supplier with the capability to respond to consumer RFPs.

Challenge

Before selecting Yellowfin as its Business Intelligence (BI) provider, Werkspot was spending significant amounts of time performing manual query processes to keep track of its vital business metrics.

To make its reporting processes more efficient, Werkspot wanted to acquire technology that would enable all its business-critical KPIs to be automatically delivered to its decision-makers on a regular, scheduled basis.

"Additionally, we wanted to make free form data analysis and exploration less time-consuming and more accessible throughout the business," said Werkspot Product Director, Jaap Stricker. "In particular, we wanted to move away from having to use SQL statements. We wanted drag-and-drop based reporting functionality."



Brought to you by:

www.yellowfinbi.com

Copyright© 2015 Yellowfin International Pty Ltd

Solution

To make this ambition a reality, Werkspot undertook a procurement process to find a BI solution with modern consumer-oriented functionality at a competitive price point.

“We chose Yellowfin as our BI solution because it was a business-user friendly reporting and analytics platform, was incredibly easy to deploy into existing technical environments, and was very financially accessible compared to the prohibitive pricing of other world-class BI systems,” said Stricker. “Above all, Yellowfin simply provided us with an easy, quick and simple way of accessing data from our SQL database to provide solid report scheduling throughout the business.”

Werkspot installed Yellowfin within its own server farm on a Debian Linux operating system. Connected to Werkspot’s databases server through a fiber connection for optimal performance, Yellowfin provides Werkspot’s decision-makers with personalized reports and dashboards in real-time.

Results

Yellowfin is assisting Werkspot to achieve its business goals by providing faster, better, deeper insight into its daily operations.

“Being able to easily visualize and assess our day-to-day business has empowered us to pinpoint and track progress throughout the organization,” said Stricker. “With Yellowfin, we can now understand, replicate and build on that success.”

According to Stricker, Yellowfin’s intuitive drag and drop report builder, email scheduling, conditional formatting and ability to conduct federated queries (joining two data sets together for reporting purposes) are the features that have most helped Werkspot explore, share and understand its data.

“With Yellowfin, anyone is able to easily monitor and explore our vital business metrics, including revenue, number of orders and average order value,” said Stricker. “We can even uncover insights into user behavior by tracking metrics such as the number of RFPs posted, number of proposals submitted by services providers, as well as the number of RFPs won by each service provider.”

“Ultimately, Yellowfin has helped us make our reporting much more thorough, efficient, and therefore less time consuming. Crucially, more people in the business, with limited technical skills, have access to KPIs that help them and Werkspot perform.”



Find out more

Brought to you by:

www.yellowfinbi.com

Copyright© 2015 Yellowfin International Pty Ltd