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Acrotrend optimizes BI for CRUK in cancer data

Customer:

CANCER RESEARCH UK

Industry:

Not for Profit

Acrotrend Offering:

BI: Statistical Analytics and web publishing

Overview

Challenge: CRUK wanted to provide insightful and accurate cancer statistics reports to public and other bodies based on the latest data. They also wanted to expand coverage of reporting to more cancer types, causes and geographies. Achieving this with existing processes, tools& technology wasn't possible.

Solution: Acrotrend Consultants worked with the in-house team to streamline business processes for data collection – consolidation – analysis – publishing. Oracle BI applications were implemented with a centralised data warehouse and integrated with website and content management applications.

Results and Benefits: The 6-month project delivered a 90% reduction in data processing time and automatically distributed reports based on latest data. Automated and streamlined processes have ensured report accuracy, reliability and scalability. Interactive dashboards have been introduced for the first time.

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Cancer Research UK is the world's leading charity dedicated to beating cancer through research. CRUK has saved millions of lives with their groundbreaking work into preventing, diagnosing and treating cancer. People's chances of surviving cancer have doubled in the last 40 years, and CRUK has been at the heart of that progress

Business Drivers / Objectives

CRUK publishes valuable cancer related statistics and trend reports on its website and via other channels. This data is used and relied upon by many organisations, agencies and individuals. CRUK was facing many challenges to achieve their vision in this area and decided to set out on a project with the following objectives:

- Drastic reduction in total turnaround time for data processing from 6 months to couple of weeks.
- Data processing and reports generation was manual & effort intensive. Significant saving required in valuable time & effort of statistician team.
- Provide 21st century look & feel and interactivity to output data and reports.
- Accurate, flexible and reliable reporting.
- Automatic distribution and publishing to destination channels.
- Increase the coverage of cancer types significantly for statistical reporting and provide for future scalability.
- Agility of generating meaningful reports on new data as and when it arrives.

Solution

Acrotrend engaged with CRUK from business case and Proof of Concept stage. Initial stages involved high level analysis of business requirements, process mapping technology selection and architecting of solution. Chosen solution was later on developed, tested and deployed and is now being used successfully by CRUK business users.

The new solution and processes were underpinned by Oracle Business Intelligence Enterprise Edition (OBIEE) for design, generation and presentation of reports. OBIEE integrated with a custom built centralised data warehouse, wherein data from multiple sources / formats was stored after extraction and transformation. OBIEE was also integrated with content management system and corporate website for publishing of statistical reports. The solution used multiple OBIEE components including Multi-dimensional Reports, Dashboards, Oracle Answers andInterrogation. The solution gave business users flexibility to load and analyse raw data of multiple cancer registries within a single application and publish it with a single click.

Business case was based on specific & measurable objectives. CRUK and Acrotrend worked together for an elegant and cost effective solution that would transform business processes enabled by robust Oracle BI technology.

The new output is intuitive &interactive providing a rich look and feel to the dashboards and reports.

Acrotrend adopted agile based delivery methodology involving scrums, planning days, user show & tells for successful user engagement and delivery of early benefits. Right shoring was used and Acrotrend India delivery centre helped with part of development and testing activities to provide cost efficiency.

Acrotrend was responsible for delivery management, architecture and design, development, testing and deployment of the solution. Acrotrend also worked with CRUK to enable business change and provide end user training for this project.

Results and Benefits

CRUK and Acrotrend worked together to deliver a very successful outcome. Project completed in targeted time, budget and quality. CRUK achieved all their objectives from the project. Some of the results are listed below:

- Reduction of 90% time in data processing, analysis & publication time (6 months to 2 weeks)
- Statisticians' time freed up for re-investment in other valuable activities; 40 + excel sheets replaced with a single application.
- Approximately 100% increase in coverage of cancer sites being analysed (from 27 to 50+)
- Rich twenty first century look and feel of the published reports.
- Significant improvement in accuracy, reliability &security of data with OBIEE.
- Enhanced reputation of CRUK as a source of information
- Alignment to organizations' strategic technology direction.

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About Acrotrend

Acrotrend are experts in translating Business Intelligence (BI) and Customer Relationship Management (CRM) requirements into delivered systems which enable customers to get more out of their technology investments. Acrotrend Consultants offer business analysis, technical expertise and project delivery, with a particular track record in Oracle applications. The Company provides enterprises with a single view of the customer and enables better sales and services analytics for more insightful business outcomes.

We offer customers:

- **Expert Consultancy** in customer insight and analytics, business intelligence, data warehousing, BI and CRM software platform selection and migration.
- **Implementation Services** for Oracle OBIEE, Siebel CRM, Siebel Marketing and Oracle on Demand.
- **Software Tools** to help administrators and developers in operational management of their BI and CRM systems, such as Acrotrend Xpress Validator™ for OBIEE for automated BI testing.

At Acrotrend, we differentiate ourselves not only in our depth of experience in BI and CRM technology platforms but also in our ability to translate business objectives into workable solutions and help clients realise a satisfactory return from their investment.

Acrotrend uses waterfall or agile delivery methodologies, or a blend, to ensure that projects are delivered on time and to budget. With a mix of both onshore and offshore skills, the 'right shored' approach not only keeps the services competitively priced, but means that the very best expertise is brought to every project, without exception.

Contact

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