

PUBLIC SERVICE CREDIT UNION

BI Platforms

7055 E Evans Ave.
Denver, CO 80224
United States
(303) 691-2345 (Main)
<http://www.pscu.org>

Industry: Banking
Company Size: 201-500



The Opportunity

- PUBLIC SERVICE CREDIT UNION is looking to purchase business intelligence (BI) technologies for their office in Denver, CO within the next 3 months.

A member of the buying team affirmed the upcoming purchase and project - completing a questionnaire/interview and detailing what they are (and aren't) addressing in the scope of their upcoming spends.

Current Solutions

- BI/Analytics Applications Installed
 - Data visualization (dashboard/scorecards)
 - Data discovery/self-service BI tools
 - In-memory analytics processing
- BI/Analytics Vendor(s) Installed
 - Microsoft
 - Qlik
- Total Users BI/analytics Software Supports
 - 100 to 249
- Data Types Supported by Existing BI/Analytics Capabilities
 - Structured transaction data
 - Operational data
 - Financial data
 - Sales performance data
- Big Data Processing Technologies Currently Deployed
 - Data warehouse/big data appliances
 - Extract, transform and load (ETL) integration tools
- Big Data/Data Warehouse Solutions Vendor(s) Installed
 - Microsoft
- Current Deployment Method
 - On-premises
- Number of On-Premise or Collocated Servers Currently Running BI/Analytics Software
 - 1 to 49
- Description of Current BI/Analytics Organizational Structure
 - Decentralized BI management spread across business units/geographic locations
- Server Operating System(s) Currently Deployed
 - Windows Server 2012

Key Purchase Considerations

In this section, we detail the specifics of the problems your prospect is looking to solve, the solutions they are considering, and the specific drivers of their upcoming decisions.

- Technologies Considering for Purchase
 - Data discovery/self-service BI tools
 - Predictive analytics
 - Real-time analytics
- Purpose of Upcoming BI/Analytics Software Purchase
 - To add new features or capabilities not available to me with my existing license
- Vendor(s) Considering for BI/Analytics Software Purchase
 - Microsoft
 - Qlik
- Departments in Organization to Use New BI/Analytics Software
 - CEO/COO
 - Finance
 - IT
 - Operations
 - Sales
 - Collections/ERM
- Primary Drivers of Project
 - Broaden the adoption of BI tools throughout the organization
 - Enable users to more easily drill down into detail-level data
 - Expand our data analysis capabilities beyond static reporting
 - Make BI data easier to understand through visualization
- Key Purchase Features
 - Dashboard functionality/Data visualization
 - OLAP (online analytical processing)
 - Real-time monitoring of key performance indicators
 - Support for importing data from various systems (BI report, CRM, DBMS, spreadsheets)
 - User self-service
- Key Factor(s) in Choice of Vendor
 - Pricing structure
 - Business intelligence expertise
 - Existing vendor relationship
 - Record of innovation
- Number of Seats to Purchase
 - 1 to 49
- Total Size of Datasets to Address
 - 10 TB to 49 TB

Suggested Insider Call Strategy:

This report reflects an initiative being planned at this account, based on direct input from a member of the buying team, whose contact info is included below. Since this Insider is very different from a standard lead contact, your best approach is to use the information provided in the above report as your inroad to the account and this planned purchase. The project is in play - put yourself in the best position to penetrate the account and win the deal.

Contact

Name	[REDACTED]
Title	Applications [REDACTED]
Email	[REDACTED]@pscu.org
Phone (Alt)	(303) [REDACTED]
LinkedIn	http://www.linkedin.com/in/[REDACTED]

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