National Express

Data Visualization

Wellhead Ln
Birmingham, B42 2SY
United Kingdom
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http://www.nationalexpress.com

Industry: Transportation/Trucking/Railroad
Company Size: 10,001+

The Opportunity

- National Express is looking to purchase a data visualization solution for their office in Birmingham within the next 6-9 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

- Existing BI/Analytics Capabilities Include:
    - Ad hoc querying and enterprise reporting
    - Data visualization (dashboard/scorecards)
    - Data discovery/self-service BI tools
    - In-memory analytics processing
- BI/Analytics Vendor(s) Installed
    - IBM
- Total Users BI/analytics Software Supports
    - 100 to 249
- Data Types Supported by Existing BI/Analytics Capabilities
    - Structured transaction data
    - Internet clickstream data
    - Social media data
    - Operational data
    - Financial data
    - Marketing campaign data
    - Sales performance data
- Type of Big Data Processing Technologies Currently Deployed
    - Data warehouse/big data appliances
    - SQL-on-Hadoop query engines
- Big Data/Data Warehousing Vendor(s) Installed
    - IBM
- Current Deployment Method
    - On-premises
    - Managed service
    - Software as a Service (SaaS)
    - Public cloud
- Number of On-Premise or Colocated Servers Currently Running BI/Analytics Software
    - 1 to 49
- Number of BI/Analytics Software Instances Running in the Public Cloud
    - 1 to 49
- Description of Current BI/Analytics Organizational Structure
    - Centralized, cross-functional BI team with workers dedicated to BI/analytics
- Server Operating System(s) Currently Deployed
    - Windows Server 2012
    - Windows Server 2008
    - Windows Server 2003
    - Red Hat Linux

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.

- BI/Analytics Capabilities Considering for Purchase
    - Data visualization (dashboard/scorecards)
- Rationale for 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
    - IBM
- Departments/Business Units where New BI/Analytics Software will be Used
    - Entire company (no specific department)
- Will your upcoming purchase be used to support an ongoing big data initiative?
    - Yes – it is part of an over-arching big data management strategy
- Primary Drivers of Project
    - Leverage big data to gain/maintain competitive edge
    - Lower the overall cost of BI implementations
    - Accelerate business planning, forecasting and visibility
- Key Purchase Features
    - Ad hoc querying
    - Centralized report publishing
- Key Factor(s) in Choice of Vendor
    - Reputation
- Number of Seats to Purchase
    - 1 to 49
- Total Size of Datasets to Address
    - 100 TB to 199 TB
- Deployment Method
    - Managed service

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

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