Telco Brings Advanced Analytics to Retail Marketing Campaigns with Google Cloud

Pythian helps company update its Trade Promotion Management platform in the cloud, providing scalability, flexibility, data strategy, data protection, and multi-language support for global sales and expansion

Company Overview

This telecommunications provider sells software platforms, communications, and consulting to both consumer and business sectors. Its marketing promotion platform enables campaign management teams to make highly informed decisions about how to influence customer behavior and drive product sales through special offers and promotions.

The challenge

The company offers a Trade Promotion Management (TPM) system to retailers and grocery stores to help them plan, manage, and report on their marketing campaigns. The TPM system helps campaign management teams plan promotions, identify return on investment, and then report on profitability over time. It's integrated with an analytical platform that allows teams to report on the results of the campaign, if they're meeting their ROI, and if they should extend—or cut short—a particular campaign.

But the company's existing analytics platform lacked scalability and real-time data integration with the TPM system, resulting in delayed reporting for customers. It was also difficult to add new features, so its functionality was not up to par with competitors. As a result, the company was looking to advance the analytical capabilities available to TPM customers, creating a scalable platform for accelerated delivery of analytical reports, and developing an analytical platform suitable for integration into other products. But it also needed to develop a more comprehensive data strategy.

Industry

Telecommunications, Retail, CPG

Location(s)

Canada

Technologies

- Google Cloud
- BigQuery

Overview

Pythian delivers digital transformation for a telecommunications provider that supports the retail and CPG space through its Trade Promotion Management (TPM) system.

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The solution

The customer didn't have the internal expertise to determine a path forward, so they were looking for an expert partner to help them get started with application architecture, cloud architecture, data pipelines, and data modeling. They also needed a partner who could help them organize a data strategy and roadmap to tackle their immediate needs first and a path for the longer-term.

Google recommended Pythian, a leading Google Cloud Partner. Pythian met with the customer's team to discuss their needs, providing an impartial view of their complex environment and pulling together not only immediate next steps, but also a longer-term strategy and modernization plan for their TPM platform. In the fall of 2023, Pythian began a phased approach to digital transformation and functionality enhancement, from discovery and strategy, to design and build.

The project focused on creating a scalable analytics platform that obtains real-time data from the TPM platform for faster reporting to customers. Pythian understood the intricacies of integrating data from transactional systems into an analytical environment, creating a solution on Google Cloud that can scale automatically within a global environment. The project included embedding visualizations in business reporting controls, such as who can access data, who can change it, and who has the ability to add business rules.

What Pythian did:

Phase 1: Discovery & Strategy

- Identified and documented the customer journey for request, consumption, and usage of analytical dashboards by engaging with multiple stakeholders
- Conducted exploratory data analysis of in-scope datasets
- Developed UX/XD for dashboard creation and consumption
- Defined governance for data, dashboards, and pipelines

Phase 2: Design

- Developed the infrastructure, architecture, and process for data catalog implementation, addressing the immediate, highest-priority customer needs
- Identified and defined data governance program structure and technical needs
- Defined data products and consumers
- Defined data models
- Broke work down into two-week sprints, including epics and acceptance

Business need

The company's Trade Promotion Management (TPM) system lacked a scalable analytics platform, causing delays in reporting and difficulties in feature expansion compared to competitors. They aimed to enhance this by developing a more robust and integrated analytics platform that could deliver faster, more comprehensive data insights and be adaptable for future product integrations.

Solution/What Pythian did

Lacking internal expertise for a scalable solution, the company enlisted Pythian, a leading Google Cloud Partner recommended by Google, to devise a comprehensive data strategy and modernization plan for their TPM platform. Pythian's approach included a phased digital transformation, focusing on creating a scalable analytics platform integrated with real-time TPM data, enhanced security and business rule functionalities, all built on Google Cloud.

Result/Key outcomes

Pythian successfully simplified the customer's complex environment, establishing a clear strategy that accelerated the product and global sales teams' ability to increase sales and revenue significantly. Their work not only prepared the in-house engineering team for global implementation challenges, including multi-language support and data security, but also laid the groundwork for advanced artificial intelligence capabilities using Google Cloud to automate processing and streamline workflows.

Learn more about Pythian's experience and expertise in marketing analytics here.

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Business outcome

Pythian was able to simplify a technically complicated environment and formulate a perspective to prioritize, design, and execute within a broader strategy. This enabled the customer's product teams and global sales teams to move faster, sell more, and increase revenue. The customer's in-house product engineering team is now able to execute on the implementation of the solution, with the scalability, flexibility, data protection, and multi-language support required to sell globally and increase sales. They also have the capability to build self-service reporting for users.

By creating a foundation for artificial intelligence with Google Cloud, Pythian has provided the customer with the capability to automatically process documents and streamline workflows. There's also an opportunity for Pythian to help with more complex transformations, such as optimizing data model pipelines and cloud architecture.

Want to see similar results for your company?

Get in touch with a Pythian Google Cloud expert to see how our team can help.

About Pythian

Founded in 1997, Pythian is a data and analytics services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions, and products. From cloud automation to machine learning, Pythian designs, implements, and supports customized solutions to the toughest data challenges.

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