



CLEAResult®

“ZAP Data Hub has been instrumental in providing our fast — growing company with insight into our operational and financial data. ZAP has also been key in helping CLEAResult to scale our services.”

—Reza Shirazi, Interim Chief Technology Officer

Industry

energy efficiency

No. of employees

2,700+

Product

Microsoft Dynamics CRM

Website

clearesult.com

Background

CLEAResult helps utilities, businesses and individuals make the wise use of energy a way of life. Headquartered in Austin, Texas, with offices in more than 80 cities in the U.S. and Canada, CLEAResult designs, markets and implements energy programs around the globe.

Through practical technical guidance and the distribution of utility incentives, they help thousands of electric, gas and water utility customers — including schools, local governments, businesses and homeowners — reduce energy use. CLEAResult’s energy experts design and manage energy optimization services for utility companies as well as residential, institutional, commercial and industrial organizations.

CLEAResult delivers comprehensive energy program and demand-side management strategies and solutions that lower load requirements for utilities, reduce energy bills for end users and lessen the environmental burden on our communities. Through their comprehensive market transformation strategies, customer engagement and education, customer support services, incentive processing, technical training and support for trade ally partners, they are changing the landscape of energy use locally, nationally and across the globe.

Business Problem

CLEAResult has grown rapidly and needed a technology resource to help centralize core data sets into a single cohesive environment. Also, CLEAResult needed a solution that integrated seamlessly with its Microsoft Dynamics CRM environment and financial databases. After researching potential solutions, ZAP was selected because of its reliable support, quick integration to databases, and ability to scale over time.

Technical Situation

Prior to developing the current ZAP Data Hub-based system, program teams extrapolated program performance data manually. In addition, there were inconsistencies in reporting functionality and the same manual data gathering processes had to be repeated each month. Additionally, databases were segmented — financial data was primarily only available to the finance department, and operational data within Microsoft Dynamics CRM was only viewable within the application itself.

Solution

By connecting ZAP Data Hub to CLEAResult's primary databases, the company was able to integrate all crucial data sets together and produce dynamic reports that automatically update each day, replacing the need for manual legwork and reducing the time program teams had to commit to analyzing and reporting on program performance.

Additionally, once operational and financial data was both connected to ZAP Data Hub, CLEAResult was able to answer complex questions with ease. Program teams have access to data previously only available to the finance department. Therefore, ZAP saves CLEAResult employees' time and increases data accessibility.



Benefits

- Users can view the information they need instantly in ZAP Data Hub, reducing the need to email sensitive financial information.
- Thanks to ZAP Data Hub, CLEAResult can develop dashboards and reports from multiple data sources.

CLEAResult encourages transparency and ZAP Data Hub allows users to view data relevant to their role and drill-down to see details that expose trends. Different business functions are able to see the bigger picture data provides and more easily understand the story their data is telling.



www.zapbi.com

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