GC TAPS INTO UNPRECEDENTED INSIGHTS

Incorta bypasses traditional data models to deliver analytics reporting and business insights in seconds.

+450M ROWS OF DATA
ANALYZED IN 2 MINS

90% REDUCTION
IN REQUIRED ETL

"It's amazing. I've never been that productive or that fast on any other analytics platform. Until Incorta, I never would've believed it was possible."

Marc Paige
AVP of IT Software Dev & Chief App Architect GC Services

A radically efficient approach to analyzing complex data.

With call centers across the country and clients spanning many industries, GC Services was struggling to deliver business intelligence (BI) projects against its highly complex data pool. The need to extract, transform, and load (ETL) data before analyzing it was much too costly and time consuming.

GC Services decided to put three vendors to the test: Incorta, Tableau, and Microsoft Power BI. They created a rigorous proof of concept (POC) environment with strict parameters around their requirements, and gave the vendors just three weeks to deliver a functional solution. Incorta was the only one that passed the test—and it did so faster than the GC Services team ever imagined was possible.

With Incorta, the company was able to integrate complex data from multiple sources without ETL and create reports in a matter of days, not weeks. Now they get the near real-time data refreshes needed to really understand what's happening in their call centers. And Incorta's user-friendly design means anyone can access the metrics they need without help from IT. The resulting widespread adoption drives ongoing value.

Using Incorta, the Company Benefited from:

Seamless integration of complex data
Incorta retrieves and manages billions of data points across multiple existing systems, without the need to reshape data—saving companies time and stress.

Fast access to key operations metrics
With near real-time data refreshes and blazing fast analytics speeds, Incorta puts the power of accurate information at users' fingertips so they can make data-driven decisions.

Simple dashboards, widespread adoption
Even non-technical users can connect to new data sources, customize business views, navigate the data and publish insights without any help from IT, which means they'll actually use it.

The Challenge
Outdated models stood in the way of actionable insights

With 30 offices around the US, GC Services had a wealth of data they wanted to mine for insights into client and internal staffing needs. Their first attempt at BI had followed the traditional data warehousing path—and failed miserably. The company needed an analytics solution that didn't require extensive data transformation, performed well on even the largest table joins, and could access and combine SQL Server, Microsoft Excel, and text files. It also needed to be able to quickly aggregate data with near real-time updates, and be easily accessible so even non-technical users could drill down at multiple levels.

The Solution
Direct data access for fast, easy insights

Within three days, GC Services had set up Incorta on its Cloud Azure instance, loaded and analyzed millions of rows of data, and created the necessary dashboards. Teams could run performance reports in less than a second—no transformations or data modeling required. Leaders and managers can understand and optimize key metrics, which lets them staff call centers for maximum productivity. Incorta also enables the company to quickly customize business views so they can give their clients access to the same data sources labeled with familiar terms, formulas, and grammar. This makes it easy for client users to understand the data, and arrive at their own data insights.

THE RESULTS

Powerful insights, unmatched speed
More than 20 tables and 450 million rows of data from three complex data sources, including SQL, are loaded and analyzed in under 2 minutes.

Dashboard refreshes every 15 minutes ensure that data is always up-to-date, giving users access to near real-time data around the clock.

Less than 1 second response time is routinely achieved on even the most complex queries, even ones created by non-technical users—no IT intervention needed.

Optimization for maximum cost savings and productivity
No more overstaffing thanks to key metrics that help managers understand how many calls reach the right person each day. This allows them to plan and manage resources appropriately.

Quick identification and fixing data quality issues to keep call centers running smoothly, maximizing productivity on the floor, and optimizing outcomes for clients and their customers.

Widespread adoption achieved through Incorta's ease-of-use and customizable dashboards, compared to zero percent adoption after six months with Microsoft Power View.

"Our Incorta-powered analytics success encourages everyone at GC Services to think beyond the concept of basic measures and ask better questions—harder questions—because we know we can answer them now.."

Marc Paige
AVP of IT Software Dev & Chief App Architect GC Services

ABOUT CUSTOMER
GC Services provides award-winning customer care and accounts receivables management services to some of the most respected companies nationwide, including many Fortune 500 companies. With clients spanning a variety of industries, the company provides best-in-class solutions and customizes programs to meet each client's needs. With over 60 years' of experience, 30 offices across the country, and an average client tenure of 14+ years, GC Services delivers the personalized attention of a boutique agency with the stability of a large company.

ABOUT INCORTA
Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.