

CASE STUDY

Business Intelligence Reporting Solution for US-based Centralized Management Company using Tableau



CLIENT ORGANIZATION

The client is the parent company to disparate set of companies which includes addiction treatment centers, public adjusters, medical billing professionals, mental health resources, and many more as part of ICBD family of companies. All these organizations share the common goal of helping people with marketing, information technology, human resources, and accounting solutions.

ICBD Holdings is a people-centered business with innovative and creative services at an expert level to bring a true entrepreneurial spirit to its family of companies and clients.

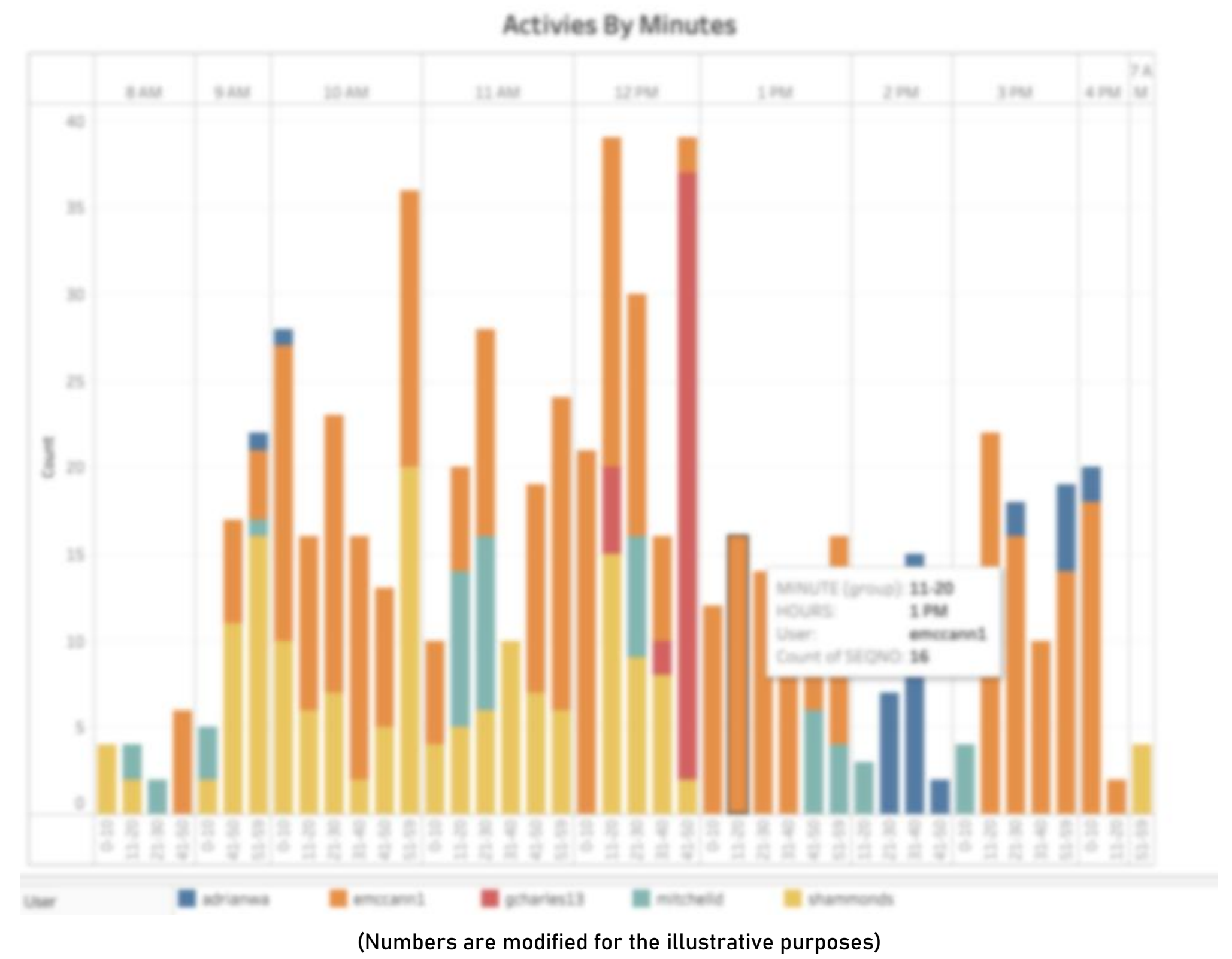
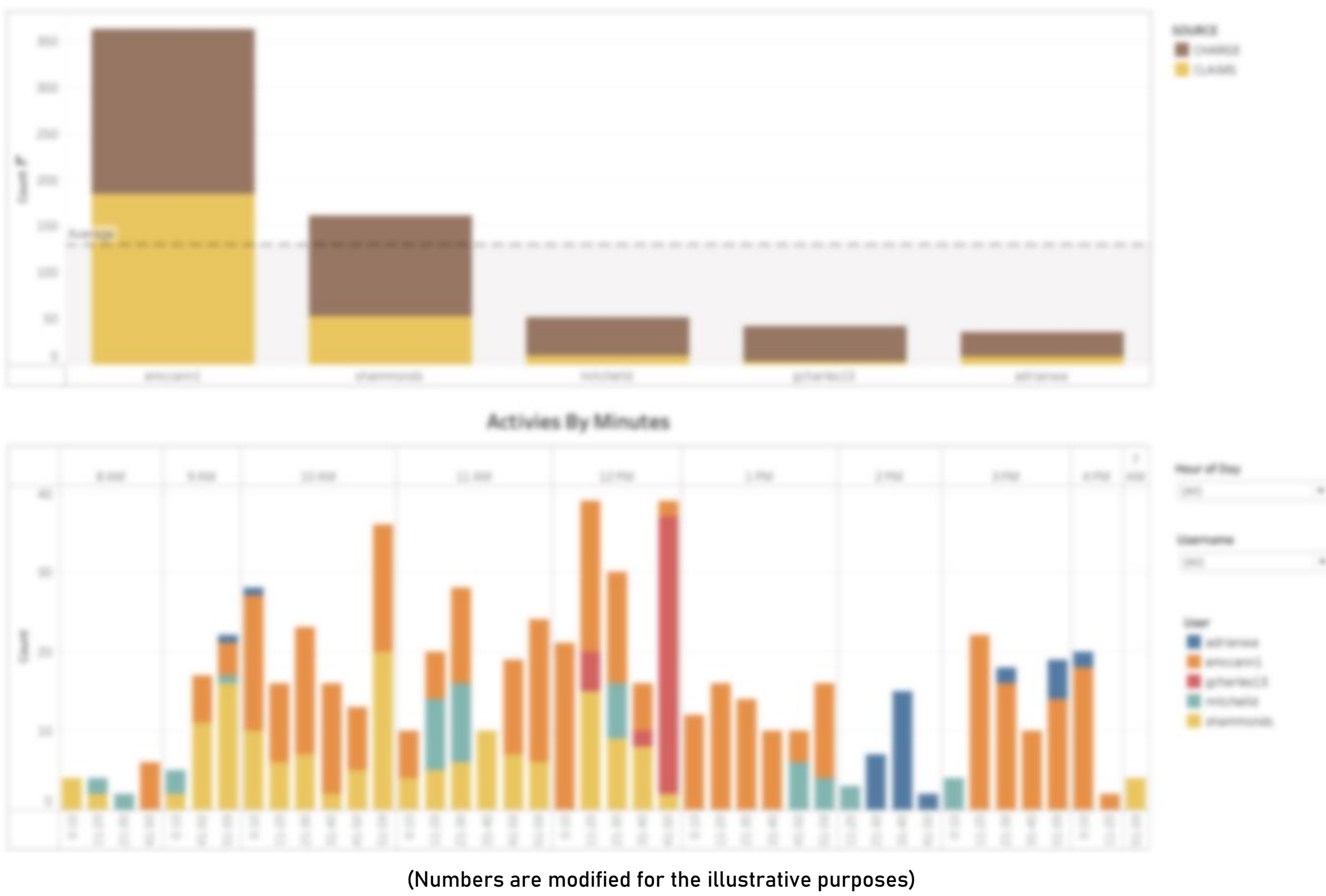
OBJECTIVE

To develop an outstanding business intelligence reporting solution to turn data points from different data sources into insights and channelize these insights to gain competitive advantage.

CHALLENGES

The client had huge data sources from its family of companies generating data points and was not able to identify KPIs from these data points to get real-time insights to turn them into business opportunities. They wanted to cut down the analysis time and improve their overall process and business outcomes with the best-in-class data visualization intelligence solution.

The client turned to Sigma to solve their business intelligence challenge with Tableau. They needed this BI solution to scale up the analysis for all the portfolios under them. They required continuously evolving technology to outperform the competition through an innovative means of visualizing the future of their business.



SIGMA SOLUTION

The client needed a trusted BI solution partner with comprehensive knowledge of their industry to solve business challenges. After interacting with our influential BI subject matter experts, they engaged Sigma to deliver solutions that can help them thrive and grow exponentially. For instance, where most of the competitors were focusing on static dashboards and departmental co-ordination to leverage the power of Business Intelligence, our BI experts offered solutions that will not only meet the client's existing business needs but will accelerate their time to market and make them more agile and future-ready.

Our experts developed BI intelligence solution that can support reporting and rich visualization using dashboards for the end-users in order to showcase and track various important KPIs of the healthcare Industry for example Net Admits Report, EIV Report, Billing and Collection Trends Report, Average Stay Report, Weekly Billing Report, and Estimate Reimbursement Report with highly drillable filters and rich visuals.

- ✓ We analyzed raw data and converted broken-down information into useful insights to improve organizational efficiency.
- ✓ With Tableau, we deployed interactive models, applied varieties of formats, and simultaneously worked on multiple data sources to transfer all the elements used in one workbook to another.
- ✓ Tableau helped the client to instantly adapt to varieties of data types. It also helped to create complex graphs with the ease of using drag-and-drop functionalities.
- ✓ We built customized reports and dashboards utilizing Tableau Online. The Tableau Server allowed the end-users to have a better experience in acquiring the files from all locations, be it a desktop, mobile, or tablet.

BENEFITS

- ✓ Intuitive BI reports and dashboards for analyzing the data to forecast future trends.
- ✓ Ability to see a summary as well as the detailed level of information from one platform with ease.
- ✓ Ability to handle large amounts of data coming from different data sources.
- ✓ Access to built-in Real-time analytical reports and dashboards with an interactive experience.



Using an enterprise analytics platform like Tableau helped us to transform our business and data-driven culture. We were able to stay ahead of our competition with the strength of insightful decisioning from geographic datasets where our eCommerce platform was being used with higher engagement rates. Thanks to Sigma for being our trusted BI solution partner.

JAVIER CABRERA, Chief Technology Officer at ICBD Holdings