



606 East Glenoaks Blvd.
Suite 100
Glendale, CA 91207
U.S.A.

(818) 291-1978
(818) 291-1980 (fax)
info@rkconsulting.com

Keywords:

Business Intelligence
Data Warehouse
Vendor Selection
Microstrategy
Microsoft SQL Server
Reports Development
Data Quality
Financial Services

Case Study: Business Intelligence

Green Dot Corporation, the leading provider of prepaid financial services in the United States, was growing rapidly and needed a more robust reporting and analytic environment to help it move towards an Initial Public Offering.

Green Dot has utilized the Microsoft development and database technologies to build a custom core processing system and customer relationship management application. Operational and analytic reports were produced using Business Objects' Crystal Reports tool. Although the core processing application had matured, data quality and completeness issues still persisted, making it difficult to build a complete picture of customer behavior and sales results. In addition, each department utilized multiple spreadsheets with different metrics showing inconsistent results. Management needed a solution to these challenges.

Green Dot engaged RK Consulting to build and deploy an enterprise-wide data warehouse and business intelligence environment. Our team:

- defined the technical architecture and standards for a data warehouse and business intelligence platform
- analyzed existing spreadsheets, Crystal Reports, and future reporting and analytic requirements
- helped Green Dot select Microstrategy as its BI tool through a multi-vendor selection process
- proposed fixes and/or workarounds to data quality issues
- designed and deployed a new star schema data warehouse
- built and deployed the necessary ETL to populate the data warehouse
- built and deployed new Microstrategy Reports and Dashboards based on consistent metrics
- trained Green Dot users
- performance tuned queries and reports
- identified specific Crystal reports to migrate to Microstrategy.