

# Unified Reporting for a Leading Print Media Company

## Overview

The customer is a leading provider of integrated advertising, circulation, and inserts management software for newspaper and magazine publishers nationwide.

Nagarro developed a unified reporting solution for organization-wide data which could be used by senior management for analysis and decision support.

## Problem Description

Customer needed a unified reporting database that could:

- Act as a common circulation interface replacing existing independent data marts in different cities.
- Provide maintenance of the existing Data Warehouse.
- Monitor and support the ETLs for loading the data marts.

## Solution

Nagarro worked with the client team to understand business requirements and design a reporting solution tailored to their needs. The solution included the following:

- Redesigned reporting schemas
- Point solutions to ensure robust execution and high reliability in ETLs, reports, universes, cubes, and data marts.
- A suite of reports using Business Objects™, addressing a variety of business areas including manifest, transaction activity, customer service, expense, financials and personnel.
- Optimization of performance & tuning implemented using Informatica™.
- Technological implementation platforms included Objects XI R2™, Oracle 10g™, PL/SQL and Informatica Power Center 7.1.2™.

## Benefits

- Enabled simple data extraction and analysis for multiple data types using a unified system
- Allowed customers to do detailed estimation and projections from field data.
- Ability to quickly create new reports using the updated schema.
- Less time is spent on knowledge extraction, more on analysis.
- The solution provides a scalable way to analyze financial and operational information.



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