

# Accelerating time-to-insight for a global social media giant

## Executive summary

**Who:** Social media giant

**Goal:** Support with business intelligence and internal process optimization

**Challenges:** Unvalidated data, undocumented and manual processes, complex data landscape

**Solution:** Operational support, data pipelines build, data enrichment, dashboard visualization and analysis, process documentation and optimization

**Result:** Workforce freed up to spend time on more strategic work

## Overview

Social media is one of the most data-intensive enterprises in the world, accumulating massive amounts of user information which is then leveraged for use in sales and marketing. The processes involved in leveraging such data can quickly become unwieldy, especially when applied to reporting and process documentation across multiple teams and departments.

This was quickly recognized by one of the world's most successful social media giants. This company develops applications of various types and is actively using them in its mission to connect people worldwide while enhancing service quality and maximizing exposure and sales.

## The challenge

The company's global marketing solutions team approached iTalent Digital seeking assistance in business intelligence and internal process-related support. The major challenge for this global sales team was to spend less time on labor-intensive internal processes and report generation, and more time on more sophisticated strategic and value-added tasks.

This required the streamlining of processes and the elimination of multiple manual procedures that had crept into the operational day-to-day functioning of the organization. Some coordination of support between different groups within the team was also required. Beyond the processes involved, the validation, harmonization, and quality of the accumulated data had to be improved. After all, reports and assessed outcomes can only be as reliable as the data from which they are generated.

## The requirements

The global marketing solutions department needed a solution that would streamline operations and increase the quality of the available data. Some of the most important requirements for achieving these goals included:

- Business intelligence for the purpose of optimizing internal processes
- Interdepartmental procedural optimization for reporting and process documentation
- Improvement of the quality and trustworthiness of the accumulated data
- Alleviation of labor-intensive reporting processes to focus on more sophisticated and strategic tasks
- Insightful visualization of current status using dashboards and other customized tools

## Technologies Used

- Tableau
- SQL
- SFDC
- Unidash
- Teradata
- Presto (Distributed SQL Query Engine)

### The solution

For the requirements of this particular situation, iTalent Digital developed a multi-tiered solution to address all aspects of the company's needs. This included dealing with the data, defining new and modifying old processes and procedures, and developing customized tools to achieve these goals. The solution that was delivered includes the following:

- **Automation of manual processes** – The automation of manual processes delivers a huge reduction in person-hours, resulting in significant cost savings, and more importantly, freeing up specialized and highly-skilled personnel to perform more strategic tasks. Achieving this required first understanding the processes involved, and then creating customized automated methods that fulfilled these needs.
- **Data validation** – Ensuring data validity is a vital part of any reorganizational process. Appropriate processes were applied to ensure data is valid, useful, and meaningful.
- **Creating a repeatable tactical service** – Developing a customized dashboard and ETL (extract, transform, load) pipelines allows for the visualization of the current status of various aspects of the team, as well as the ability for further development and modification of processes in the future. The solution is set up so that services are genericized, allowing the easy development of new reports as needs evolve.
- **Creation of process documentation** – This allows the team to implement more meaningful knowledge sharing, allowing accumulated knowledge to be easily available and accessible down the road, adding value and longevity to the solution.

“ A big thank you for the support on account selection... it is a resoundingly impactful and successful pilot!!! Compared to [the] previous 9 quarters of account selection process, this quarter was the smoothest.”  
— Sales Operations Director

### The results

Originally, it was the sales team that reached out for help. However, as other entities within the organization started hearing about the solutions being offered, the solution that iTalent Digital delivered ended up extending to eleven stakeholders across sales, marketing, and HR. More and more teams were asking for business intelligence services as they began to see the benefits of our solution.

The testimonials of key people within the organization included statements indicating that processes such as account selection were much smoother and streamlined. Ultimately, the workforce was freed up to do more meaningful tactical and strategic work. Reports are now generated with a high level of automation and reliability.

### About iTalent Digital

iTalent Digital is a global woman- and minority-owned software engineering and full-service tech consulting company headquartered in Silicon Valley that champions the people side of tech. We help companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise collaboration, personalization and unified search, business insights and analytics, cloud and software development, and Change as a Service (CaaS).

The team has numerous awards to its name, including 25+ Stevie® Awards, two Forrester Groundswell Awards, five Khoros Awards, two Globee® Disruptor Company of the Year Awards, two Cisco Responsible Procurement Awards, and many others.

CONTACT: [ITBI@ITALENTDIGITAL.COM](mailto:ITBI@ITALENTDIGITAL.COM) | [WWW.ITALENTDIGITAL.COM](http://WWW.ITALENTDIGITAL.COM)



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