

# Case Study: Global Publisher



## Services Provided

- Data lake Creation
- BI Visualization
- AWS QuickSight Integration
- Data Quality Processing
- 3rd Party Data Enrichment
- Multi data source integration
- Strategic Business Insights
- Python & R Integration for Predictive Model Building
- Product Modeling
- Customer Modeling
- On Demand Analyst Services
- On Demand Data Technician
- On Demand Solution Architect

“Cruz Street is in my top list of companies I'd want heading into any business challenge.”

— **Director Digital Product Marketing**

## \$1+ billion Annual Revenue Global Publisher

### Business Challenge

A global publisher and content leader had too many disparate data sources where customer data resided with no single customer view, broken lead flow, and lack of insight. The company's digital marketing team needed a partner who could evaluate business challenges due to data management and data technology issues. The current data challenges were restricting growth and targeting capabilities.

### Solution

The publisher hired Cruz Street to map out current data systems, points of breakage and business opportunities for growth through existing customer data and possible 3<sup>rd</sup> party data quality and enrichment. Cruz Street also served as advisor and solution architect for a data model and database solution that would provide Wiley an opportunity to improve insight, lead flow and prioritization, improve database quality, and improve overall marketing efforts.

### Results

The company now has data and product models, recommended database technology, and a mapping of business priorities tied to the data that will enable growth and better, more targeted lead generation.

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#### About Cruz Street

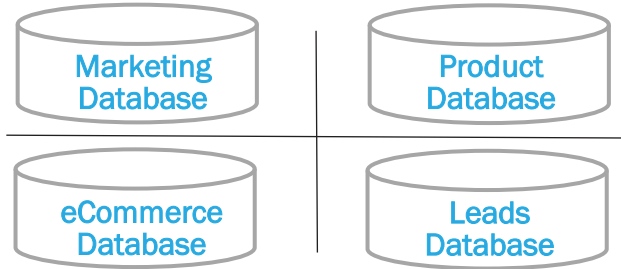
Cruz Street aspires to simplify data science and make it actionable for organizations, no matter their size or current journey. We wish to enable businesses to take advantage of business intelligence for making smart, future thinking decisions about the way they transact and engage customers.

#### Data Science for All

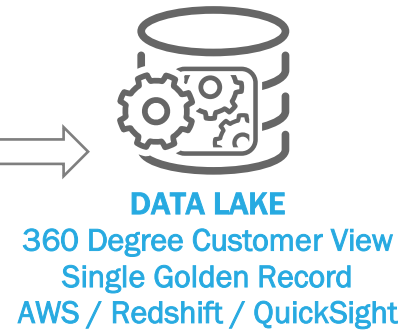
Data science should not be available only to those at the top of industry. Cruz Street wishes to accelerate the business world's implementation of data science to better understand their customers, solve challenges, and driving better customer experiences through predicting customer preferences.

# Challenge & Solution

## Disparate Customer & Lead Data



## Solution



## Challenges

- Lead Flow Challenges
- Lack Of Single Customer 360-degree View
- Data Interoperability
- Inability To Target By New Data Sources
- Poor Business Intelligence Capability
- Poor Data Quality

## Cloud Hosted Multi-User Access

