

**“Fulcrum Logic helps Real Estate Giant enhance their reporting and data mining capabilities to provide strategic business decisions and an in depth overview of their data”**

**Industry**

Real Estate

**Technology Used**

- Windows 2003 server, IIS 6.0, Microsoft Visio 2003, Microsoft Excel 2003
- ETL: SQL Server 2005 Business Intelligence studio - Integration Services (SSIS)
- OLAP: SQL Server 2005 Business Intelligence studio - Analysis Services (MSAS) and Cognos Analysis Studio.
- Reporting and Dashboard: Cognos Metrics Studio, Dashboard and Scorecard.
- Adhoc Reporting: Cognos Query Studio
- Data Mining: Cognos Scenario



**Business Needs**

The client provides its customers with a wide range of services, including information, insight, analysis and advice about the real estate market. Based on the client management directions, we had implemented SQL Server 2005 – Business Intelligence using SSIS, SSAS, SSRS, Report Builder and Data mining. After a few months, they felt the need to migrate to a more matured BI product that could deliver advanced reporting, Dashboard and Scorecard based database. There were several reasons behind this move, the foremost of which was to provide a consolidated enterprise – wide overview of business with a single version of data. There would be a common platform for Reporting, Analysis, Adhoc queries, Dashboard and Scorecard, instead of the multiple reporting platforms (HTML, XLS, ASP, SSRS, Crystal) that they were operating on. Their current SQL Server 2005 BI Studio provided

limited Business Intelligence features and it was a time and effort intensive process. Furthermore, they required a better control on the data charts which would allow them not only to drill down and minutely analyze current data but would also allow them to predict and build scenarios based on a ‘what if’ analysis.

**Brief History**

The client is a global provider of real estate and relocation services, has a diversified business model that includes real estate franchising, brokerage, relocation and title services. Their world-renowned brands and business units include Better Homes and Gardens Real Estate®, CENTURY 21®, Coldwell Banker®, Coldwell Banker Commercial®, The Corcoran Group®, ERA®, Sotheby’s International Realty®, NRT LLC, Cartus and Title Resource Group. Their franchise systems collectively, have approximately 15,000 offices and 308,000 sales associates doing business in 87 countries around the world.

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### Solution

Fulcrum Logic conducted an in - depth requirement analysis of the environment and narrowed down the choices to Cognos 8, a market leader in OLAP reporting, which supported multidimensional cube processing using multiple data sources and provides offline as well as online analysis and adhoc querying, data mining for analysis and forecasting through scalable cubes and a centralized metadata model. This would provide a robust and integrated environment which supported their existing SQL Server 2005. The web based solution would do away with excel sheets and bring in interactive reports to encourage better business decisions with a consolidated overview and “What If Analysis” capabilities.

### Benefits

- Self-serve reporting, analysis, and planning for technical and non-technical users at all levels
- Consistent information for a single version of the facts
- More management time can be focused on business decisions rather than data management
- Fewer processes are required to report results
- Security is centrally maintained and more detailed for granting permissions
- Report writers can quickly change and create reports
- Analyst can get trends and prediction reports based on Real estate market