CASE STUDY

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Datascan improves reporting metrics

About DataScan

DataScan is a specialist digital document management service provider based in Dublin. The company provides a range of services including medical record and newspaper scanning and online document access and management.

Challenge

- Enable critical reporting metrics to be collated from operational data
- Facilitate data interpretation quickly and efficiently
- Improve customer query response time

The Challenge

One of DataScan's services involves the daily scanning of large volumes of newspaper and periodical returns on behalf of Ireland's leading publishers. Vast quantities of data was being produced which was difficult to interpret and report on.

Responding to customer queries, understanding trends in document types, volumes and timings or tracking employee productivity was difficult without engaging IT professionals with specialised database and business knowledge.

Results

- Improved speed of response to customer queries
- Ad-hoc reports created quickly
- Employee activity easily tracked
- Sales performance data available to customers next day

The Solution

Zing proposed an ETL data warehousing-based Business Intelligence approach and created a solution that enabled critical reporting metrics to be garnered from the operational data in a quick and efficient manner. Zing was chosen because of its success in a number of similar SQL Server-based solutions.

- Central data warehouse created to hold data from multiple sources
- Creation of SSIS executable packages using Visual Studio Business Intelligence Development Studio
- SSAS controls
- Microsoft's SQL Server 2012
- Report templates created using SSRS, Report Builder and Excel

Digital files more secure than paper files

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Easy access to information
Less time wasted searching files

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The Results

The Business Intelligence solution's speed and reliability has enabled DataScan to confidently supply their publisher clients with the first indications of previous day's sales performance. It has become a critical component of DataScan's operational process.

DataScan can now also respond quickly to individual customer queries. And, as a result of training from Zing, DataScan staff quickly took ownership of the underlying data, enabling creation of ad-hoc reports.

Since the implementation of this particular solution in 2013, Zing has been providing ongoing application support and system enhancement.

"Using Zing's knowledge and experience of the opportunities that come with interrogating our data, we have been able to provide our customers with invaluable next-day feedback on their sales. These reports are now not only crucial to our own operational management but are also highly valued by our customers."

Orla Cafferty
Director
DataScan

Zing
Technology