

Taleo, Inc. Gains a Unified View of Sales and Marketing Data – Without Burdening IT – Using PivotLink On-Demand BA

“We wanted a solution that was not only relevant to the way we did business today, but how we will do business going forward. As the different functions within an organization become more interrelated, the insight needed to make effective business decisions doesn’t come from one single area. The ability of PivotLink to adapt to our business and allow us to include other types of data into the analytic mix overtime was a key selling point.”

— Tom Svec, Marketing Operations Manager



INDUSTRY

On-Demand Talent Management

GEOGRAPHY

Worldwide

CHALLENGE

- Data dispersed in information silos and spreadsheets
- Lacked reliable insight to improve business efficiency
- Reporting process was too long and manual to proactively manage business

RESULTS

- Instant insight drives precise and dynamic pipeline management
- Holistic view of analytics speeds and improves decision making
- Less time stitching data from silos means more time for strategy
- Self-service analytics reduces dependence on IT
- Free up IT resources to focus on business results

CHALLENGE

Taleo, Inc. delivers on-demand unified talent management solutions that empower organizations of all sizes to assess, acquire, develop and align their workforces for improved business performance. More than 4,000 organizations use Taleo for talent acquisition and performance management, including 46 of the Fortune 100 companies and 3,400 small and medium-sized businesses across 200 countries and territories.

Much of the company’s data was dispersed in information silos such as Excel spreadsheets, which made it difficult to conduct accurate sales and marketing analysis. The sales and marketing organization also found the whole reporting process too long and cumbersome to be proactive. “With our anticipated growth, we needed an adaptive solution that could provide a unified view of the business to decision makers, without having to compile or aggregate the data themselves,” said Tom Svec, Marketing Operations Manager for Taleo.

What Taleo needed was an on-demand BA solution that could:

- Give business users immediate access to data and analytic tools without IT involvement
- Take sales and marketing to the next level of efficiency with reliable insight
- Provide faster time to value and reduce operating costs

SOLUTION

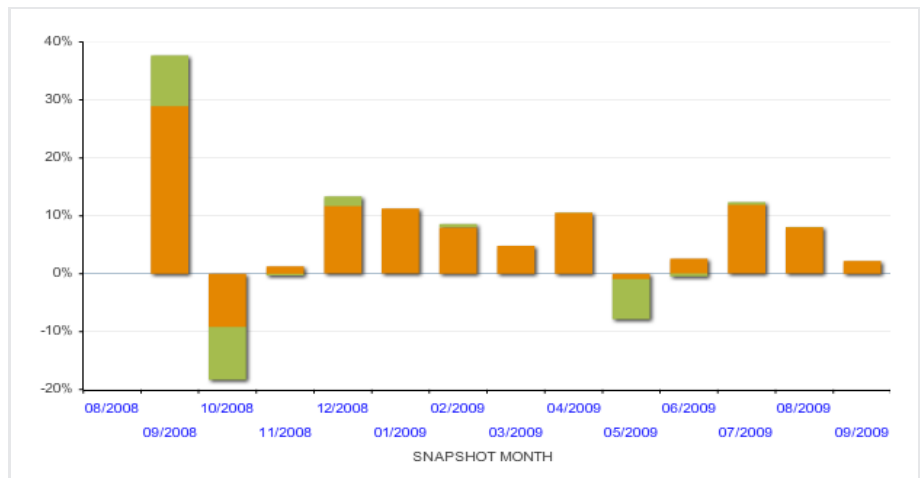
In the company’s search for a solution, Taleo evaluated LucidEra. Svec and his team questioned how Taleo would use the solution over time since it was solely focused on data from Salesforce. Svec was looking for a solution that would

“On-premise BI solutions put business users at a disadvantage; some of the tools were designed for technically sophisticated users. In addition to the improved insight and effectiveness stemming from better tools, we loved the simplicity of business-oriented tools like PivotLink.”

—Tom Svec,
Marketing Operations Manager

grow with the business. After reviewing PivotLink’s Sales Analysis and Reporting Solution, he was impressed by the solution’s ability to include other data in its analytics. “PivotLink is robust and agile,” says Svec. “We realized we could use this tool more broadly because it is easy to merge disparate sources of data from across the organization.”

As a SaaS company, Taleo knows the importance of time to value. The overall cost and speed to implement PivotLink was a critical requirement. “PivotLink offers an impressive time to value and solves specific and immediate business needs without taxing valuable IT resources,” said Svec. Along with time to value, giving business users access to data and enabling them to slice and dice data as they needed was another key requirement. “Getting visibility into our business in ways that weren’t possible before with on-premise solutions or Excel is imperative in this business climate. With PivotLink, we get the visibility and insight we need to hit our numbers and run our business effectively,” said Svec.



PivotLink improves speed and accuracy of sales analysis

RESULTS

Taleo anticipates more effective business decision making, more efficient IT, performance and flexibility, and reduced operating costs from PivotLink’s On-demand BA solution. The biggest result Svec intends to see is a unified view of analytics at his fingertips. “I think information silos will tumble as we roll out PivotLink,” said Svec. Going forward the company wants to extend PivotLink across multiple stakeholders including, Finance, IT and Operations.

Benefits:

- Break down of information silos for instant visibility into a unified view of information
- More detailed analysis available to the sales organization for more precise and dynamic pipeline management
- Target marketing to the top of the sales funnel with a consolidated view
- Improve analytic processes to free up valuable time for strategic initiatives
- Engage other data resources to achieve closed-loop reporting

PivotLink is a leading provider of on-demand business analytics.

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