

Increasing the odds of understanding online customers

Bet24 finds the winning solution with Oracle BI

In the fast-paced world of internet gaming, it's a sure bet that companies need the right tools to manage customer information effectively.

This is especially true for Bet24, a gaming portal provider serving users in more than 70 countries. The diversity of customer profiles, combined with the competitive internet gaming environment, has increased the demand for instant access to meaningful customer data.

As such, the Customer Relationship Management (CRM) Team at Bet24 sought the support of ClearPeaks to implement a viable BI solution quickly and economically.

The Stakes

Due to the use of multiple, complex data sources (one for each game provider), the Bet24 CRM Team was spending a significant amount of time manually creating suites of reports to manage their business. In addition to the costs associated with this process, all manual compilations carry an associated risk of human error.

ClearPeaks assessed the needs and opportunities with Bet24 and defined business requirements for the project. Using these requirements, ClearPeaks worked with Bet24 to determine which Business Intelligence platform could significantly improve their customer insight, streamline the manual and time-intensive reporting processes, and provide management with dashboards to support decision making.

The Winning Solution

Drawing on in-house BI expertise, ClearPeaks consultants were able to propose a quick, cost-effective BI solution to meet the needs of the Bet24 CRM Team. By building a comprehensive and robust meta layer and working on a front-end interface for the users, ClearPeaks demonstrated the power of Oracle Business Intelligence Standard Edition One in the Bet24 environment.

The CRM Team at Bet24 chose OBI Standard Edition One because the rich functionality met and exceeded their initial requirements. In addition, the cost of OBI licenses was appealing. ClearPeaks' experience implementing the OBI QuickStart Program also meant that the project could be up and running in approximately one month.



COMPANY
Bet24

INDUSTRY
Internet Gaming

OBJECTIVES

- Streamline reporting process .
- Understand customer profiles by segmenting users.
- Develop dashboards for management to support key decision making.

THE CLEARPEAKS DIFFERENCE

- Rapid deployment based on broad industry BI expertise.
- Flexible and adaptive style for a smooth customer experience.
- Affordable solution that won't 'break the bank'.

CUSTOMER BENEFITS

- Access to a wealth of untapped, critical customer information.
- Significant cost savings and efficiencies in daily and monthly reporting cycles.
- Highly precise customer segmentation, optimizing campaign performance .
- A single source of the truth through the Oracle BI solution .

"We have been delighted with the ClearPeaks implementation of Oracle BI. A key driver for this success was ClearPeaks' ability to adapt their project planning and implementation of the Business Intelligence solution to the Bet24 environment. Their understanding of our needs was key to the successful implementation of OBI Standard Edition One at Bet24."

CRM Manager, Bet24

The Jackpot

ClearPeaks demonstrated the value of the chosen BI solution within a very short time frame. Within 26 working days, Bet24 employees were reporting through a series of dashboards, in production, based on an OBI Standard Edition One platform.

In addition, ClearPeaks utilized OBI capabilities to achieve the objectives outlined by Bet24. For example:

- ClearPeaks combined three different database schemas (one for each game provider) into a federated view, leveraging the powerful business model layer of OBI and enabling reporting across all of the Bet24 products lines
- A set of four dashboards (using up to five different stars) were created, including a dashboard to supply highly refined customer segmentation
- ClearPeaks created the dashboards to support key decision making in both the CRM and Finance departments, exposing a suite of complex Key Performance Indicators (KPI) defined by the business users to help direct their business and improve processes
- For customer segmentation purposes, users can now choose to use Answers, the ad hoc query tool with Oracle BI; create their own customer segments; or use the dashboard provided (the latter simplifying the customer segmentation process)
- ClearPeaks provided technical and business focused training to the IT team after the project was completed, ensuring their self sufficiency after the handover.

Next Steps

As a result of the implementation of QuickStart for Oracle BI and training provided by ClearPeaks, Bet24 has taken their first step towards becoming a BI enabled company.

With the infrastructure now in place, the Bet24 CRM Team is in an ideal position to segment and better understand customers in order to target these internet gaming clients more effectively.



Sample Oracle Dashboards

About Bet24

Bet24 started in 2001 and is now owned by Modern Times Group.

Bet24 offers a complete gaming portal in 15 different languages including Poker, Casino games and excellent flexible live betting as well as traditional betting in both local and international events.

Bet24 currently serves active users in more than 70 countries worldwide. For more information, visit www.bet24.com.