



ClearPeaks

Yielding better results from global campaigns

Thomson Reuters gains tactical marketing insight from BI investment

When information is your business, it is also your competitive advantage. This is certainly the case for Thomson Reuters, a global information company serving clients in the financial services, media and corporate markets worldwide.

Thomson Reuters is recognizable as the world's largest international multimedia news agency. However, their financial services business is also fundamental to their global success. Businesses around the world purchase their financial desktop applications for stock exchange and index information.

With an eye on streamlining tactical marketing efforts and gaining insight into the success of financial product campaigns, the Tactical Marketing Team (TM) at Thomson Reuters enlisted the help of ClearPeaks.

Taking Stock of the Situation

The process of extracting data from two un-linked systems significantly limited the ability of marketers at Thomson Reuters to track global campaigns. In addition to comparing data manually, users were also obliged to generate instances of campaigns in each country as the functionality to create a global picture was not available.

Upon reviewing current campaign performance tracking and sales data, the TM Team identified the need to improve comparability and visibility of global campaign information.

With a proven track record of implementing BI solutions within the Reuters environment, ClearPeaks consultants used their expertise to move the Tactical Marketing Project forward.

An Investment in the Future

Upon joining forces with the Tactical Marketing Team, ClearPeaks consultants conducted a technology evaluation of the two existing internal applications: Reuters' FPPlus database and Oracle Analytics.

Understanding the rich functionality and cost effectiveness of utilizing the Oracle Analytics application, ClearPeaks consultants recommended streamlining the flow of information for campaign targets and actuals to create one user-friendly reporting area.

As a result, ClearPeaks consultants developed a strategic dashboard (with several detailed sections for analysis) within just two months using Oracle Analytics. This comprehensive, global dashboard was designed to replace all previous time-consuming reporting processes and give marketers instant access to the big picture.



THOMSON REUTERS

The Company

Thomson Reuters

Industry

Media

Objectives

- Compare real-time metrics throughout campaign lifespan by a variety of verticals (i.e. region, time, product, business unit, etc.)
- Create one-stop global campaign reporting portal for Tactical Marketing using Oracle Analytics

The ClearPeaks Difference

- Efficient BI solution based on existing technology to ensure ROI
- Insight and ability to revamp challenging projects and obtain immediate results
- Clear understanding of customer requirements based on knowledge of the company and the BI platform
- ClearPeaks is an Approved Oracle EMEA Consulting Partner

Customer Benefits

- Access to all of the data required to generate campaign comparisons in a single strategic dashboard
- Ability to realign countries on common marketing strategies
- Timely information delivered to decision makers allowing them to take corrective action if any campaigns are underperforming



ClearPeaks

“Our initial decision to engage ClearPeaks as a BI delivery partner was based on their in-depth knowledge and experience. They differentiate themselves through true customer value, providing professional consultants and effective BI solutions at attractive cost levels. I was extremely impressed with their results, their team and their ability to integrate into the overall program.”

**Global Customer Service Director
Reuters**

Value for Our Customer

A combined understanding of the technology and project requirements allowed ClearPeaks consultants to deliver a high quality BI solution within a short time frame by maximizing the existing Oracle Analytics platform. The result: greater visibility and comparability of global campaigns. For example:

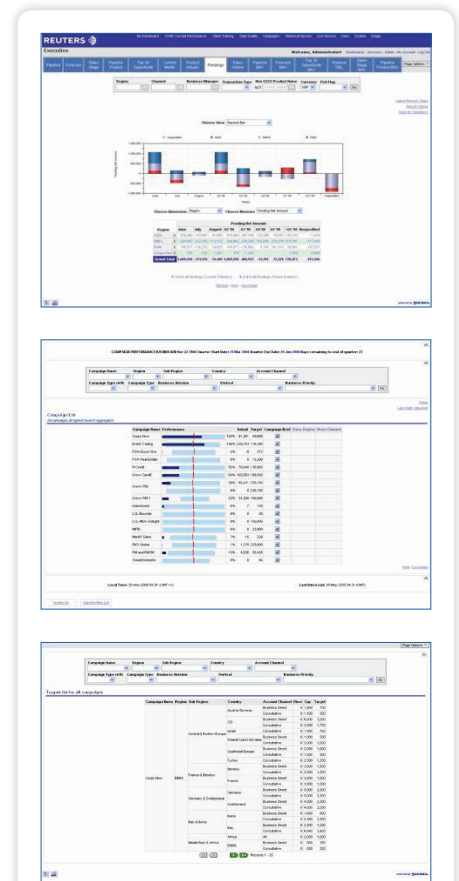
- The well defined, streamlined dashboard provides useful and timely information to business users so that they no longer need to create their own queries or reports.
- The strategic dashboard allows upper management to make effective decisions about tactical marketing campaigns and allocate resources more effectively by identifying what drives campaign results.
- The TM Team can track and measure campaign effectiveness in real time and compare individual and global campaign results to targets at beginning, intermediary and end points.
- This single source for reporting allows for tactical realignment of campaigns based on successes and challenges in other regions, allowing better visibility across markets.
- The new 360 degree view of campaigns enables continuous improvement and innovation. Marketers can track what works and what doesn't work over time in order to make proactive decisions for future campaigns.

Next Steps

Since the release of the dashboard in March 2008, ClearPeaks consultants have provided training to the support team in order to ensure a seamless handoff.

The strategic dashboard has become part of the Tactical Marketing environment and is used daily by team members. It is now the single source for campaign analysis. As a result, the Tactical Marketing Team spends more time enhancing campaigns and less time worrying about reporting

ClearPeaks continues to work with Thomson Reuters on a variety of other longer-term BI projects. Both companies also recognize the potential for additional releases of the Tactical Marketing dashboard in the future.



Dashboard pages at Reuters

About Thomson Reuters

Thomson Reuters delivers critical information to leading decision makers in the financial, legal, tax & accounting, scientific, healthcare and media markets.

The Thomson Corporation and Reuters Group PLC combined to form Thomson Reuters in April 2008 with operations in 93 countries and over 50,000 employees. For more information on Thomson Reuters, visit www.thomsonreuters.com.