



*Analyzer™ Helps DataQuick Customers Easily
Uncover Hidden Trends in Real Estate Data*

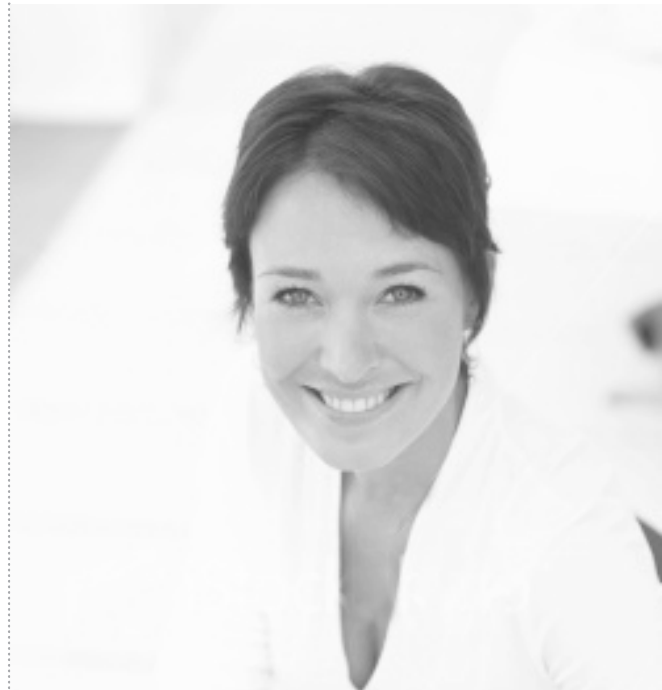


Since 1978, DataQuick, a subsidiary of MacDonald, Dettwiler, and Associates LTD., has built a solid reputation as a premier provider of real estate information solutions. From the early days of microfiche to today's high-speed Internet solutions, DataQuick has helped thousands of customers realize their goals by offering the most current and advanced data products on the market.

DataQuick's products and services are built around a vast national data repository containing data on more than 87 million properties. In addition to offering quality products and services, there's one thing DataQuick takes pride in the most – the committed, caring relationship they build with their customers.

Realizing they were sitting on a goldmine of information, DataQuick looked for a powerful analytical tool to help their customers easily uncover hidden patterns and trends. DataQuick knew that offering this kind of service would set them apart from the competition.

Both the DataQuick Product Manager and the IT staff had requirements that a reporting and analytical tool had to meet and, after a thorough evaluation, DataQuick determined that Analyzer™ met their needs perfectly.



Industry

Real Estate

Solution

Analyzer™ from Strategy Companion

Business Challenges

- *Help customers easily uncover hidden data trends*
- *Quickly analyze large amounts of data*
- *Provide a variety of ways to represent the data*
- *Empower customers to create reports without IT help*
- *Reduce need for in-house development*
- *Leverage existing investment in Microsoft SQL Server environment*

Customer Quote

“After evaluating what was available, it was our IT staff that guided me towards Strategy Companion and Analyzer. They said that Analyzer was the ‘gold standard’ in Business Intelligence analysis and reporting tools.”

- Eric Krepfle, DataQuick Product Manager



With a mission that included being a supplier of real estate analytics, DataQuick knew they had powerful information waiting to be unlocked for their customers, but needed the key

Overview

DataQuick matches hundreds of millions of real estate parcels with millions of sales history and other transactions. Serving the real estate industry, they provide data services including marketing lists, property information, real estate transaction history, property valuation tools, and other data-driven services. Every day, DataQuick’s customers rely on the company to provide the information they need to make good business decisions.

DataQuick’s core competencies are public record data management and distribution. They are widely recognized as the industry expert in real property analysis, and are often quoted in national publications. DataQuick’s mission is to be a nationwide supplier of products and analytics based on property data.

DataQuick started their business long before technology played as much of a role as it does today. Compiling public record information from data stored on microfiche, they successfully built their business taking advantage of the technology available at that time. As technology progressed, it gave them new avenues to offer their services. Capitalizing on the introduction of the Internet, DataQuick seized the opportunity to provide easy access to their large repository of data.

DataQuick knew that there were trends hidden in the massive amount of data they had and felt that the ability to discover and see these trends would provide great value to their customers.

DataQuick Seizes Opportunity to Provide Real Estate Data Analytics to Customers

Being tech-savvy, DataQuick knew that accessing the full power of the information hidden in their data could only be done through powerful analytics. Analytics could uncover trends and patterns in the data that could prove valuable for their customers and could provide an additional revenue stream for DataQuick. They felt they needed a business intelligence reporting and analytical tool to cull through their large repository of industry data. That tool needed to be fully web-based, able to manage large volumes of data, and provide multiple ways to analyze and visualize the information including charts, graphs, tables, and dashboards.

Although DataQuick is very experienced in managing public records data and knows how to use technology to their advantage, creating technical solutions is not their core competency. While their technical team could have created a reporting and analytical application of their own, they knew that the learning curve would create additional costs and delay their time to market. DataQuick decided to take advantage of their expertise in leveraging technology to capitalize on this opportunity. As a reputable leader in their industry, it made sense for DataQuick to choose a business intelligence partner of the same caliber, allowing them to focus on what they do best.

Offering Powerful, Interactive Analysis Gives DataQuick a Competitive Advantage

DataQuick's IT staff went to work in search of the best-in-class business intelligence reporting and analysis tool. "After evaluating what was available, it was our IT staff that guided me towards Strategy Companion and Analyzer™," relates Eric Krepfle, DataQuick Product Manager. "They said that Analyzer™ was the 'gold standard' in BI analysis and reporting tools." Seeing a demo of Analyzer™, the IT staff saw that it had the features they were looking for including a true zero-footprint, an architectural fit

DataQuick needed a tool that would make it easy for their customers to perform powerful analysis and provide visually intuitive charts and graphs, uncovering hidden trends in the data

Because of Analyzer's extreme ease of use, the analyses and reports generated create a demand for even more information and as a result, more DataQuick products and services

with their existing Microsoft technology, and easy deployment and management. Eric saw that it had the features he was looking to offer his customers. He knew they would appreciate being able to easily create dynamic reports and dashboards, with the ability to drill down to greater detail and view the information with visually intuitive charts and graphs.

Using Microsoft SQL Server for both their back-end data management and front-end presentation, they wanted to find a solution that fit with their existing Microsoft-centric BI stack. Strategy Companion's Analyzer™ measured up perfectly. Analyzer™ is a front-end application with seamless integration with the latest server-side features of MS SQL Server, including Analysis Services. Analyzer™ provides the BI functionality that DataQuick needed in a Microsoft-centric computing environment. Developed in C# on the ASP.NET platform, Analyzer™ is built upon and takes advantage of the very latest Microsoft technologies, including the newest features of SQL Server 2005.

Leveraging SQL Server's Unified Dimensional Model (UDM), Analyzer™ delivers the benefits of the latest features of the analytic and reporting engines, such as MDX scripting, Key Performance Indicators (KPIs), attribute-based dimensions, security control, multi-language support, and perspectives. This allows DataQuick's IT staff to easily manage access, updates, and additional custom requests for information.

These advanced BI capabilities lead to real estate professionals seeing a big difference between DataQuick and its competitors. Analyzer™ empowers DataQuick customers with an incredibly easy-to-use set of analysis tools, dramatically increasing the quality of their analyses, resulting in deeper understanding of key market issues. Coupled with advanced visualizations, advanced analytics, and collaboration capabilities, DataQuick's customers can see and discuss new data trends, leading to better decisions.

“Our customers are very impressed with our cutting-edge analysis and reporting tools,” attests Krepfle. “They are pleased with the speed and efficiency with which they can create easy-to-understand visualizations.”

With Analyzer™, DataQuick customers can create visually-compelling reports consisting of one or more pivot tables, charts, Key Performance Indicator (KPI) scorecards, dashboards, website links, Reporting Services links, and more. As a result, these customers look for additional products and services from DataQuick so that they can continue to perform even more analyses and make even better decisions.

“Equally as important as a good product was, we needed to work with a vendor that would make incorporating the software easy,” Krepfle continues. “With Strategy Companion, we asked questions and they provided answers. They helped us from the beginning throughout the implementation.”

Providing data that is updated monthly with an online analysis tool that is easy to understand and navigate means that DataQuick can help their customers create more business opportunities and increase profits.

*To learn more about
Analyzer™ from Strategy
Companion, please visit:
www.strategycompanion.com
or call 1-800-905-6792*



Analyzer's advanced Business Intelligence capabilities include:

- *Powerful and intuitive reporting and analysis, with an easy-to-use drag-and-drop interface*
- *Advanced visualizations ranging from 3D analytic charts to color themes, heat maps, and more*
- *100% zero-footprint browser client lets you work with multiple reports and dashboards*
- *Interactive report and chart drilldown, filtering, slicing, dicing, and more*
- *Advanced reports and dashboards, each with multiple sheets and components*
- *Wide choice of components such as pivot tables, charts, web pages, Reporting Services reports, and more*
- *Corporate Performance Management including scorecards, dashboards, business process diagrams, and more*
- *Designed for non-technical business users -- no OLAP/MDX knowledge or coding of any kind required*
- *Seamless integration with the Microsoft SQL Server Analysis Services BI engine*
- *Deployment options include 100% zero-footprint web browser, SharePoint, and Web Services*