

SIGNICON

my favorite data mashup

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My entry in Data Business:

2009 project manager in an Austrian agency

main client was selling sport rights to B2B Customers (gastronomy)

client:

Sport rights for personal use at home

Sport rights for business customers

client needs:

Sales crew to sell sport rights

Inspection crew to protect sport rights

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Agency:

- Sales Crew
- Inspection Crew

Sales Crew 2 different target groups:

- Prospective Customer
- Black sheep (illegal use of sport rights)

Head of Sales managed prospective customers and black sheeps in Excel

Head of Sales informed sales crew via email

Sales crews feedback via email

Target: 700 new customers / year

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Agency:

- Sales Crew
- Inspection Crew

Head of inspection managed black sheeps and potential black sheeps in access DB incl. Data:

- Yellow page DB contacted by phone: „Do you broadcast the match today?“
- Former customers of client DB

Head of Inspection informed inspection crew via email

Inspection crews feedback via email

Target:

- 10.000 inspection /year
- 350 black sheeps/year

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Sources for inspection planning:

- Inspection DB (bases on yellow pages)
- internet for sport schedule broadcasted
- Google maps to plan inspection tours

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New CEO – new targets:

- 1.000 new customers a year
- 30.000 inspections a year
- 1100 black sheeps a year

New database objectives:

- paperless inspection process
- communication platform of all departments (internal & external)
- transparency in sales and inspection activities

Real-time information for all involved partners client:

- Head of sales
- Head of legal
- Agency
- Project manager
- Sales crew
- Inspection crew

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Sources:

- DB business customers – PREM2
- DB private customers- SIEBEL
- DB access agency
- DB Yellow pages enriched content
- sales crew reports in DB
- inspection crew reports in DB
- API broadcasted sports schedule
- API weather DB
- API traffic DB
- API Maps DB

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Benefits

DB business customers

Real-time information for sales and inspection crew

DB private customers

Real-time information for sales and inspection crew

DB access agency

information transferred to new DB

DB Yellow pages enriched content

Direct link to real-time DB

- new businesses

- end of businesses

- ...

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Benefits

sales crew reports in DB

- sales statistics
- new contract forms
- market information to improve own data for inspection crew and head of sales

inspection crew reports in DB

- inspection statistics
- new inspection protocols
- market information to improve own data for sales crew and head of inspection

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Benefits:

APIs

- broadcasted sports schedule
- weather DB
- traffic DB
- Maps DB

Improve sales and inspection tours planning.

Inspection plan during home and away matches

Real-time route-planning according to traffic, weather...

Match private customer DB, business customer DB and Yellow Pages

(same name in DB and perimeter of 25km)

700 new potential new black sheeps

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Results:

Paperless inspection process

New zoning and more effective sales and inspection force

30.000 inspections

1.300 new customers in y1

1.500 new black sheeps in y1

Possible new sales activities:

Actual DB of Austrian gastronomy with details like

- size of location
- smoking non smoking
- type of cooking
- type of location
- opening hours
- specialities

Possible synergies with other rights holders (GIS, tax office etc.)

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So why my entry in data business?

bought data

recognized the need of specific content

recognized the value of direct aggregated data in POI business

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