



Analysis Team Backs Up Disk Drive Maker with BI Roadmap

Business Challenge Seagate Technology generates nearly \$10 billion in annual revenues from hard drives that support the full spectrum of computer and consumer electronics applications. From a strong OEM business foundation, the company was working aggressively to grow its world-wide channel distribution.

Seagate's Global Channel Sales and Corporate Marketing (GCS&CM) organization consists of multiple departments. Each department had been acting independently to meet its information needs by deploying its own systems and creating its own databases. Many needs were not being met, or met fast enough with reliable data, to address business challenges. Meanwhile, different departments needed the same data and reports but were not working together for common benefit in a cost-effective way.

Solution Seagate turned to Analysis Team to help them evaluate and prioritize their information needs and develop a strategy to deploy effective Business Intelligence. Using a structured process and bringing key constituencies into the discussion to achieve consensus, Analysis Team created a project Roadmap that was prioritized according to corporate goals, channel sales and marketing strategies, degree of business impact, as well as time and cost to deploy. Analysis Team then worked with the GCS&CM organization and Seagate's IT department to develop and deploy specific information solutions that addressed the highest priorities on the Roadmap.

Benefits Analysis Team's Business Intelligence Roadmap has delivered substantial benefits for Seagate:

- Focused organizational resources on top priority, high-impact projects
- Enabled the timely launch of critical information projects
- Initially delivered \$104K annual estimated savings, based on a 75% reduction in hours required to retrieve data and produce reports
- Fostered consistency and reduced errors in reports, due to the development of a single platform for sourcing data and defining reporting terminology
- Removed major obstacles to delivering vital reports and key metrics
- Created a sense of ownership of the Roadmap among GCS&CM departments, generating organizational alignment
- Reduced competition for resources due to cross-departmental alignment on priorities