



# equinix, Inc.

## Gaining analytics capability for complete customer on-boarding



foster city, ca  
www.equinix.com

**Industry: Internet Services**

**Annual Revenues: \$570M**

**Employees: 911**

Equinix Inc. is the leading global provider of network-neutral data centers and internet exchange services for enterprise, content and network service providers

### background

Equinix's challenge was to gain better visibility to the state of their business, particularly the customer on-boarding process. This became the primary driver for Equinix to launch a strategic initiative in 2007 to lay the foundation for an enterprise class reporting and analytics tool that would eliminate redundancies in reporting requests, standardize on a single BI platform to enable "dashboard" style reporting with the flexibility of providing ad hoc functional reporting needs and visibility for analysis and required actions

aquarius was engaged to assist in the initial assessment and subsequently to program management and architect the business intelligence solution for the customer on-boarding process

### challenges

**unable to measure and provide visibility** - state of the business and both the executive and functional group level was missing. In particular, customer satisfaction and loyalty was severely impacted due to lack of visibility in the customer on-boarding process - knowing statuses, bottlenecks and notification for action required were key metrics missing

**inflexible and non-scalable reporting platform** - current reporting was largely Excel and or Oracle Discover based that provided "view of what already happened" – not analytical or drill down. As a result a number of reporting requirements "overlapped" functional groups and were repetitive

**significant dependence on IT for all reporting needs** - increased reliance on IT for reporting – business users had little or no flexibility to create ad hoc reports and perform analysis without engaging IT to create custom reports

*aquarius has been a key consulting partner for us for couple of years. They have led some of our strategic initiatives since 2007 in the areas of oracle business intelligence; business process redesign and standardization of global financials and sales to contract processes. Their specialization in our industry (internet services), sales to cash process and oracle solutions proved to be very beneficial to the success of our company. They bring experienced senior talent who can engage and advice at senior executive levels and manage large complex projects.*

*Pete Ferris  
President, Equinix Inc. US*

## aquarius solution

aquarius was engaged in the business intelligence (BI) tool evaluation, selection and development of the implementation strategy and plan. The chosen platform – Oracle BIEE for mid-market was still relatively new in early 2007 and lacked pre-packaged metrics/ dimensions for sales, quoting and some financial components that were critical to Equinix

aquarius was the only firm that had the combined deep experience of Equinix's customer on-boarding process (Quoting to Order Fulfillment) and Oracle's BI 10g3 application. aquarius leveraged this experience to rapidly put an executable implementation plan and a prototype in place to gain immediate stakeholder acceptance. Key highlights of the solution delivered in 16 weeks were:

- **enterprise BI architecture** - design and develop system and information architecture platform for enterprise-wide report delivery that included executive/functional dashboards and ad hoc reporting capabilities
- **key performance indicators (KPI) and metrics** - define metrics (for sales, quoting, contracts, order fulfillment and revenue), KPI and KPI calculations to enable comprehensive tracking and reporting of performance for the customer on-boarding process
- **dashboards and ad hoc reports** - design and deploy a report delivery (dashboards and ad hoc reports) platform for sales, revenue operations and order fulfillment functions to be able to analyze past and forward-looking trends and enable business users to create "consumable" ad hoc reports – downloadable in excel/PDF form

## results

- solid BI platform for expanding enterprise-wide analytical reporting capability to other functional organizations, globally
- near real-time analytical reporting dashboard providing the ability to track and analyze over 60 key metrics related to the entire customer on-boarding process
- alerts and notifications for action required with drill-down from the notification itself to the transaction level for root cause analysis and resolution

**for more information on aquarius's expertise, solutions and services,  
please visit [www.aquariuscg.com](http://www.aquariuscg.com)**