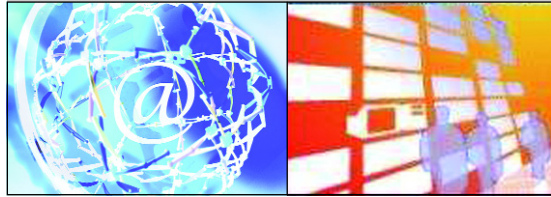# KNOWLEDGESTORM



**KNOWLEDGESTORM**

**"WE KNEW THAT BI AS A TECHNOLOGY SOLUTION PROVIDED THE FUNCTIONALITY WE NEEDED, BUT THE BI SPACE IS CROWDED AND DIFFICULT TO NAVIGATE. WE NEEDED A MARKET LEADER THAT COULD GROW WITH US, BUT WE NEEDED TO START SMALL. COGNOS' EASE OF DEPLOYMENT AND FAST STARTUP GAVE US THE FOOTHOLD WE NEEDED TO PROVE VALUE, ENHANCE PROCESSES, AND EXPAND OUR OFFERINGS."**

**MATT LOHMAN, DIRECTOR OF MARKET RESEARCH, KNOWLEDGESTORM, INC.**

## KNOWLEDGESTORM CUSTOMER SUCCESS

Founded in 1998, KnowledgeStorm, Inc. (**www.knowledgestorm.com**) is the Internet's top-ranked search resource for technology solutions and information. Leveraging the KnowledgeStorm Network of premier partners and its extensive search expertise, KnowledgeStorm is able to reach technology buyers and deliver the information they need no matter where their search begins. KnowledgeStorm is a powerful resource for technology vendors, providing them the most opportunities to reach buyers on the Internet and convert them into Web leads.

KnowledgeStorm is a company that has a reputation for providing superior information to customers and staff. Faced with high volumes of internal and external data streaming in on a daily basis, the company chose Cognos to transform that data into competitive advantage.

## CHALLENGES FACED

As a company marked by explosive growth, KnowledgeStorm had data flowing in from across the organization and from external stakeholders as well. They wanted to find a way to unify this data and make it available to both staff and customers for better, faster decision-making.

For their client services department, they wanted a business intelligence solution that offered advanced reporting and analysis. They needed to help their client services team seize opportunities, anticipate trends, conduct predictive analysis, and provide better guidance to clients.

Equally important was the ability to provide the same high quality information directly to customers to help them make better decisions. KnowledgeStorm's mandate is to make their savvy customers even smarter with the right technology. They wanted a platform to give customers insight into sales, buying patterns, click through rates, user behavior, and how their products were stacking up against the competition.

*Industry*
• Technology

*Geography*
• Global

*Information Needs*
• Unite disparate data.
• Provide internal and external audiences with superior reporting and analysis.

*Solution*
• Cognos 8 BI

*Platforms*
• Oracle 9.2
• Windows Server 2003
• SQL Server 2000

*Benefits*
• Ability to conduct in-depth analysis on customers, products, services, and more.
• Clear insight for customers on how to maximize their KnowledgeStorm investment.
• All data available for decision-making, creating one version of the truth.
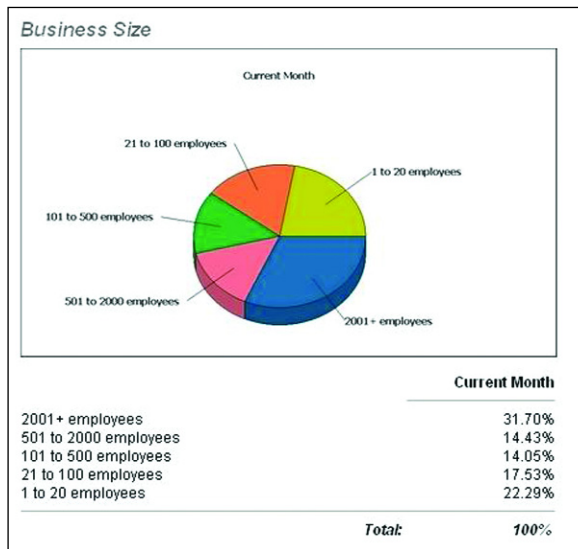
**COGNOS®**

**THE NEXT LEVEL OF PERFORMANCE™**

"Prior to Cognos, we were continually being asked to produce ad-hoc queries and segment our user base for internal constituents" says Matt Lohman, director of market research at KnowledgeStorm. "We were managing elements of the business via spreadsheets and manual processes. We produced reports for our clients, but we were limited in our ability to enhance that offering based on our manual methods."

## STRATEGY FOLLOWED

While Cognos offered the right mix of software and solutions, the company also offered the confidence of working with the market leader. "This was our first implementation in the BI space," says Lohman. "We knew that BI as a technology solution provided the functionality we needed, but the BI space is crowded and difficult to navigate. Our needs were becoming roadblocks to the business. We needed a market leader that could grow with us, but we needed to start small. Cognos' ease of deployment and fast startup gave us the foothold we needed to prove value, enhance processes, and expand our offerings."



*A sample Cognos report indicating leads by company size*

According to Lohman "Cognos was a good fit as its intuitive interface gave us the glitz and power to attract the business user and gave the technology team the capability to define the scope and context of the data used. We were then able to create cubes, analyze data, and enhance product offerings based on Cognos."

Over time, KnowledgeStorm has moved from basic reports to a full-scale implementation. They have added enhanced offerings to create a revenue generating reporting business. Based on proven value, they are now moving to Cognos 8 BI to help further expand their user base and capabilities.

## BENEFITS REALIZED

With millions of users visiting KnowledgeStorm each month, Cognos software allows client services teams to quickly and easily segment customers in terms of industries, geographies, technologies, products offered, and sales status. In doing so, they have provided their client services team with the insights needed to customize sales offerings, tailor marketing campaigns, and conduct predictive analysis on pricing, popularity of new offerings, and the potential for increased lead generation. They can also conduct experiential marketing based on actual customer behavior on the site.
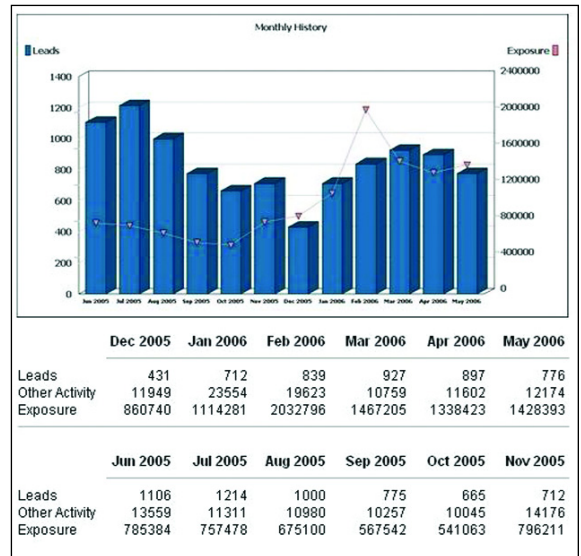


*A monthly usage report with Cognos 8 BI*

In terms of better information for customers, Cognos provides KnowledgeStorm with a key business differentiator. Via a user-friendly extranet portal Cognos reports and analysis are provided to customers to help them make smarter purchasing decisions, provide proof and validation of the success of their offerings, uncover new opportunities for exposure, conduct peer benchmarking, and understand the value of the KnowledgeStorm service.

"Cognos allows KnowledgeStorm to be faster, more agile, and more responsive to our customers needs," says Lohman. "Cognos is a fundamental part of our growing business."