

# Global marketing intelligence with Jedox

Helping Marketing connect at Western Union



*“Jedox has transformed the speed, accuracy and ease that we capture and track KPIs, so we more effectively manage our global marketing campaigns.”*

Kurt Buchleitner, Director of Marketing Efficiency and Segment Analysis, Western Union

## Moving money for better

Western Union have kept people connected around the world for almost 160 years. The global payments leader sends, tracks, and manages over 130 different currencies 24/7 in 200 different countries and territories.

With such a far-reaching organisation, Marketing is complex. You can imagine possible data collation and reporting issues. Western Union jumped in head-first with Jedox, and emerged with a global solution that allowed users to capture, access and manage marketing analytics and KPIs, at a glance.

### Customer

Western Union | Global

### Industry

Banking & Finance

### Department

Marketing

### Solution

Campaign planning & monitoring, promotion toolkit, KPI dashboards

### Systemenvironment

Hyperion Essbase, Oracle database, MS Excel

## The problem: Dashboarding was difficult

### Challenges

- ▶ Capturing data from people and systems was time-consuming and expensive
- ▶ Consolidating into global dashboards was manual, slow, and error prone

The search for a solution began with Kurt Buchleitner, Director of Marketing Efficiency and Segment Analysis for Europe, Russia and the Commonwealth of Independent States. Kurt had to pull together and visualise KPIs for a region covering over a billion people. He needed data from different data sources including Hyperion Essbase, Oracle databases, and, of course, Excel, into one succinct and simple dashboard for senior management.

It wasn't just difficult for Kurt's region. Data collation, report creation, and adjustment worldwide was a slow and costly process. For a company built around global efficiency, this could not continue. Western Union needed a solution that matched their reputation as global innovators.

## Enter Jedox

### Solution

- ▶ Global data capture and collation and consolidation
- ▶ Real-time KPI dashboards
- ▶ Promotional toolkit for seamless campaign planning and monitoring

Jedox Partner Vector saw the potential for change. Working together with Western Union they found a solution: they would develop a regional Jedox prototype. If successful, Western Union would roll out the solution globally.

Jedox's flexibility and scalability proved decisive. The successful regional implementation paved the way for worldwide rollout. They created a promotion toolkit to empower regional management to monitor promotional campaigns in each sector.

Western Union had a strict set of global rollout criteria. Being Financial Services, this critically included robust IT requirements around enterprise security. Jedox was tailored for each sector and department, and brought together data from every region. Even with the adaptation to specific localized requirements, Western Union could easily roll out successive updates all at once across the organisation.

## And today?

### Advantages

- ▶ Supports end-to-end marketing intelligence process
- ▶ Powerful scenario planning and predictive analysis
- ▶ Effortless collaboration and complete global visibility

Jedox provides Western Union global, regional and sector-based marketing reports, monitoring KPIs and the success of promotional campaigns from Cambodia to Cameroon, and New York to New Zealand. Management can instantly access and drill-down easy, and concise and annotated reports from anywhere.

#### Why Jedox?

- ▶ Fast to implement, easy to learn and easy to localize
- ▶ Enables all data capture, supporting the entire Market Intelligence business process
- ▶ Simple and quick report creation by empowered users

While the KPI dashboards are compelling, Jedox provides far more than data discovery and data visualization. Vitality, Jedox enables all data capture, supporting the entire Market Intelligence business process. Jedox gives management complete visibility over the entire process so they can give localised teams a gentle nudge to enter their KPIs for the week. Teams can plan different scenarios from anywhere, and provide commentary and feedback.

There is no more Excel-hell, but users can still work comfortably through Excel. This makes it effortless to collaborate, because teams can work together easily in tools they already know.

With Jedox, Western Union are empowered to connect their employees, as their marketing teams connect people across the globe.



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## Partner

Vector, a fixed star within the Austrian IT industry since 1980, is a leading developer and provider of software solutions for car dealers (dms: dealer management system).

Furthermore, Vector has been successful across industries in the area of information management and business intelligence (BI) since 1994. International presence is given through its branches in Germany and Poland.

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