



Insight as a Service

LucidEra expands its innovative business model using technology from Identity Systems

Business Intelligence (BI)—using technology to collect, integrate and analyze business information—can be a key competitive advantage by giving managers insight into what customers want and how the business is performing. But the value of business intelligence can be hard to realize. First, in today's interconnected world, application and process outsourcing mean that critical information may exist outside an organization's walls. And many companies lack the resources—in terms of skills or budget—to pull together data coming from different sources and different formats.

LucidEra was founded in 2005 to offer a new approach to BI: an on-demand service that delivers “pre-built” analytic applications that are simple to set up, simple to use and simple to buy.

“Our customers want better insight into their sales processes,” according to Ken Rudin, CEO of LucidEra. “Our analytics-as-a-service model combines information from a company's CRM and financial applications and then delivers that information in simple reports, on demand.”

Analyzing the situation

One of the challenges to this business model was integrating information from multiple applications and databases.

“When our customers wanted to look at how much was booked or billed, for example, by industry vertical, revenue size, they were challenged by the fact that customer

information was in two different systems,” Rudin says. “Bookings and billing information was in the ERP application and industry vertical, revenue size information was in the CRM application. The customer names didn't necessarily match.” Duplicate customer names also got in the way of analyzing a business based on how many new and repeat customers were signed up each quarter.

LucidEra wanted to offer a solution that could quickly and accurately search for and match customer names across multiple systems. The solution had to be able to scale as a business grew and handle international names as well as domestic. There was one additional requirement: LucidEra needed to be able to embed this capability into its existing application, so that the solution would be automated.

LucidEra found the answer with technology from Identity Systems.

From many, one

Identity Systems products are specifically designed to search, find, match and group identity data. The software emulates an intelligent business user's ability to determine a match based on a variety of factors, overcoming spelling, phonetic and other errors and omissions in the data. The software is designed to work with multiple languages and character sets. It offers the speed and scale to perform high volume searches quickly against very large databases.

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Ken Rudin,
CEO,
LucidEra



"The Identity Systems solution helps us focus on better customer analysis without having to worry about the nuances of the technology," according to Rudin. The Identity Systems solution met all the requirements that LucidEra had set out. It provided proven and extensible technology. The software integrated with a variety of systems and developer resources were widely available. Finally, there was scalability to provide future growth and meet performance requirements.

LucidEra implemented the Identity Systems solution in 2006. The software integrated easily and quickly with existing systems and permitted the company to offer a new service to its customers it couldn't offer before. "The IDS solution has helped us automate the challenge on name matching," Rudin says. "That's something you can't substitute with manual labor."

LucidEra feels the Identity Systems technology gives them an edge in the marketplace. "The account name matching—along with our analytical capabilities—makes a compelling offering that helps us differentiate from other solutions," Rudin says.

But in the end, perhaps the greatest benefit goes to LucidEra's customers. "We're providing them with accurate analyses that they can rely on and communicate to upper management," Rudin says. "Business needs a 360 degree view of their customers, and IDS technology is a critical enabler in our solution to that need."

About LucidEra

LucidEra delivers focused analytic solutions built on the industry's first complete on-demand business intelligence platform. LucidEra applications are designed to accelerate revenue growth and increase forecast predictability for sales and finance managers by providing a single source of information and analysis across CRM and ERP applications. LucidEra customers are able to close more deals faster, improve sales rep performance, and optimize the entire lead-to-cash process with business analytics that are simple to set up, simple to use, and simple to buy.



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About Identity Systems

Identity Systems is the pioneer in enabling organizations to build and maintain high-quality identity data search and matching software solutions.

The company has been in this area of specialization since 1986, and has over 500 clients worldwide who rely on its robust, enterprise-wide software. For more information, please visit our Website.