



Client

Centrum Holdings

Industry

Communications

Impact

In just under 2 months, Centrum Holdings' CRM, SAP, accounting, employee activity, Google AdSense and JIRA data were brought to life in GoodData. On-demand reports and dashboards provide Centrum Holdings a whole new look into their sales, delivery and operations analytics.

Reach

300 Employees
6 Departments
5 Data sources

Analytics for

Accounting, Billing, CRM, JIRA,
Search Engine Marketing (SEM)



"We have reduced operational reporting costs by 95% and now have a sound tool for data mining, thanks to GoodData."

— Radovan Jirka
SEM Product Manager

GoodData

Customer Story

Bringing All The Pieces Together

Keeping a close eye on the numbers is what makes Centrum Holdings, a booming net media company. GoodData's robust analytical engine allows Centrum Holdings to scale their operational efficiencies and analyze their business data in its entirety.


The Challenge

With a total of 3.8 million visitors a month, Centrum Holdings needs to stay one step ahead of the activity and movement of their audience and company processes. Before GoodData, there was a perpetual lack of reliable business data. With important business data scattered across several systems, Centrum Holdings struggled to formulate effective strategic, tactical, and operational decisions.

The Solution

- GoodData's complete platform-as-a-service helps Centrum Holdings reduce employee downtime, improve sales planning which instills a \$30K a month savings.
- GoodData's flexible data modeling framework makes it simple to mashup and analyze multiple data sources
- GoodData's operational dashboards transform raw numbers into eye-opening business facts—minimizing company cost by 95%

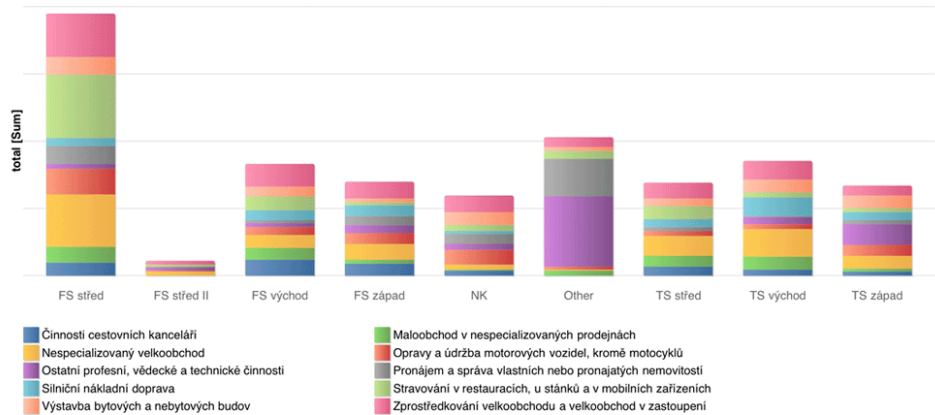
Learn how GoodData
can help your business:

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“With GoodData, everything I need to know I can learn in a few seconds. They give me accurate answers and thanks to them, I can ask the right questions.”

– David Voracek
Sales Director

TOP 10 podle NACE



A Little Help From A Friend

Recognizing the need to fine tune their workflow and operational transparency, Centrum Holdings turned to a GoodData Solutions Provider, Keboola, to help implement a more efficient way to pull their sales, delivery and operational data together. Through GoodData’s open REST-based APIs and Keboola’s JIRA analytics connector, Centrum Holdings now has the insight into their internal operations along side their sales and marketing data. With the help of Keboola and GoodData, Centrum Holdings has a better understanding of their business processes, which has helped them become a faster and leaner metric-driven business.

Come Together

GoodData reports and dashboards are utilized by 200 Centrum Holdings’ employees. Since employee productivity is sky rocketing, employees no longer feel trapped into extracting the data through pivotal tables in Excel. GoodData’s collaboration features gives

everyone the capability to benefit from the results and has greatly improved how work gets done. Thanks to GoodData, Centrum Holdings’ work is done more intelligently, faster and with greater precision. As stated by Centrum Holdings’ Sales Director, David Voracek, “GoodData provides me with the information and key indicators necessary to manage the business accurately, quickly and 24 hours a day.

All You Need Is Data

For the first time, Centrum Holdings has full control of their data, giving them power to mine valuable information easily and on-demand. Through ad-hoc report modifications, Centrum Holdings is uncovering aspects about their business they never knew. Company-wide dashboards highlight revenue by sales teams, revenue verses count of orders by age of our clients and how the team is utilized through JIRA.