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## Testimonials

### MARKETING DIRECTOR, INTUIT

“On the data warehouse, I fully admit my complete and total delight at having such a powerful tool at our fingertips. I was blown away by the ease and speed with which we can now access data for our business.”

### ROBERTO ARNETOLI, CTO, PROSPER MARKETPLACE

“DesignMind personnel worked with our teams, both within IT, and supporting Operations, Finance, and Marketing. They went above and beyond delivering as promised, giving us a much improved data platform, and the ability to gain meaningful insights from our data.”

### ORLANDO CALDERON, DIRECTOR OF SOFTWARE DEVELOPMENT, EAST BAY MUNICIPAL UTILITY DISTRICT

“DesignMind has been an excellent software development partner. Their skills and diligence have made our Private Sewer Lateral project a big success. I would be happy to work with their team again on future projects.”

### CARL FOSTER, CIO, BERRY, APPLEMAN, & LEIDEN LLP

“We worked with DesignMind to optimize the performance of our mission-critical data warehouse. Because we are a global firm, we needed to minimize downtime during nightly data loads. DesignMind’s consultant was able to reduce a 3 hour nightly load time to 8 minutes. As an organization, they were responsive, highly capable, and easy for us to work with.”

## Example Engagements

### DATA LAKE AND DATA WAREHOUSES - INTUIT

Intuit’s Small Business Group needed a Data Lake and Data Warehouse. Since DesignMind had developed several earlier Data Warehouses for Intuit, we were asked to help with this new project as well. Our engineers were embedded within a team of Intuit Data Engineers. The work was performed on site in Mountain View, CA.

The Data Lake was Hadoop-based, on a Cloudera cluster. The Data Warehouse was built on Vertica. Source data came from many different systems, including SQL Server, Netezza, and MySQL. DesignMind’s role was around data pipelines and ingestion, ELT, and process automation. The system is still a work in progress, given the large number of data sources, and the analytics they are developing. We brought technical skills, and best practices we have developed on other similar projects.

Intuit provided their Project Manager, along with other team members. DesignMind’s work was managed by our technical project lead, and we operated as a team within their team.

### SINGLE VIEW OF THE CUSTOMER - MULTIPLE

Marketing organizations frequently need a “Single View of the Customer” or a “360 Degree View of the Customer.” They typically cannot do this because of

- Data in Silos
- No unique customer identifier across multiple systems
- Duplicate customer records
- Data purchased from third parties
- Multiple databases because of mergers and acquisitions



DesignMind has developed data warehouses to help organizations solve these challenges. We work with the stakeholders to understand the data from each source, and create methods for matching up customer data across the multiple systems. We frequently employ Master Data Management tools and techniques to match records where ambiguity exists.

In a recent project, we integrated data from Salesforce, Eloqua, Oracle Financials, custom systems, and third party sales data. We Used Profisee Maestro for Master Data Management workflows that supported complex matching rules, and interfaces for users to manually match records. The resulting Data Warehouse gave the Single View that was needed by the Marketing and Sales teams, as well as the system to maintain the Master Data on an ongoing basis.

#### **TABLEAU DEVELOPMENT - MULTIPLE CLIENTS**

Many of our clients have selected Tableau as their Analytics and Dashboarding platform. Our Tableau-related services span the full reporting life cycle, including tool selection, proofs of concept, data preparation, working with the business users to determine their needs, development, testing, deployment, maintenance, and future upgrades to newer versions.

#### **REPORT CONVERSION PROJECT - SEMICONDUCTOR MANUFACTURER**

A Global Semiconductor Manufacturer needed to quickly migrate 100+ reports from the source platform of Cognos, to the target platform, Microsoft's Business Intelligence stack. They engaged with DesignMind for this work. Our team worked with their analysts to understand each report. The destination platform is made up of several tools, each specialized for certain types of reports. We evaluated each report to determine the most efficient destination tool, saving time and money.

DesignMind's team reported to a client's project manager. Our technical project lead coordinated our efforts and kept all team members informed of priorities and progress. We came in on-schedule and on-budget, making this the first of many projects we have done for the client.

#### **REPORT CONVERSION PROJECT - FISERV**

A subsidiary of Fiserv was changing platforms for their large Call Center application. The change required a reporting platform change as well, with more than 1,000 reports to be converted. The source system was Visual FoxPro, and the destination system was Crystal Reports and SQL Server.

Because of the large volume of reports, we started with a Proof of Concept to determine the feasibility of automating much of the report conversion. The POC was successful, so the majority of our efforts went into automating the conversion. There was a short list of report features that could not be automated. We worked with an offshore team, who manually performed those repetitious steps, and met all project objectives, including cost, schedule, and maintainability of the converted reports.

There was a Project Manager within Fiserv, who worked closely with a DesignMind Project Manager. Our team worked remotely, with the client's team based in New York.

#### **DESIGNMIND**

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