



TEAM INTERNATIONAL

IT Solutions: On Time, On Target... Your TEAM

**Offshore Application Development Helps Customer
Intelligence Provider Get State-of-the-Art Product**



VueLogic PowerVUE™

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Analytics | Screen | Score | Profile | Clusters | List

Welcome to PowerVUE®!

How do I find my best customers?

Don't use this to find your best customers.

PowerVUE® gives you the building blocks you need to understand your customers.

PowerVUE® State

Already a Subscriber?
Please sign in by clicking the "SIGN IN" button in the upper right-hand corner of your screen.

The following products are your customer intelligence building blocks:

- PowerVUE® Analytics
- PowerVUE® Screen
- PowerVUE® Score
- PowerVUE® Profile
- PowerVUE® Clusters
- PowerVUE® List

Powering Customer Intelligence

Customer behavior is a much stronger predictor of your future relationship with a customer than demographic information ever will be. You have to look at the data, the record of their behavior, and it will tell you things.

Every time your customer transacts with you, they leave behind valuable information about what they are interested in and what they want from you.

You no longer have to treat all your customers alike. You can create and deliver personalized offers that will impact conversion and retention.

VueLogic™ has the solution that allows you to capture critical customer information, wherever it is, making it easy for you to increase the number and size of transactions and most importantly increase loyalty among your most valuable customers...with PowerVUE®.

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“VueLogic needed and found a partner in TEAM; TEAM understands our business needs and translates them into state-of-the-art technology for our clients. TEAM fulfills all aspects of the application development lifecycle from infrastructure, data and application architecture through coding, testing and the deliver of documentation and processes. Our partnership with TEAM has gone above and beyond standard delivery of application code. They are highly skilled individuals with an extraordinary work ethic and strong desire to understand our business model. TEAM truly believes their success is defined and measured by our success and they deliver on this commitment each and every day.”

Jim Deffenbaugh, CTO, VueLogic

The Client

Atlanta, GA based VueLogic is a new-generation Customer Intelligence and Data Management provider. VueLogic's PowerVue solutions allow companies to capture and monetize valuable customer data, enabling the delivery of personalized online and offline experiences to their customers, driving loyalty and profitability. Combining analytics, micro targeting, and individual profiles, PowerVue offers critical insight into the customer's ability to best target their market audience and maximize performance.

The Industry

Business Services

The Challenge

In Q1 2008, VueLogic began development of a business analytics tool for the purpose of entering new markets with a competitive software product. VueLogic's vision for this new product was to design a SAAS application with three layers:

1. a Database containing a server-based batch application (ETL) that would basically allow customers to gather, validate, store and analyze the user data;
2. a MiddleWare business layer connecting and supporting options for the Front-End application as well as performing different selections and receiving user data from the database;
3. a Front-End online web-based application providing access to stored data and allowing client to view business analytics specific to the client's own data by means of different analytical diagrams, graphics, stored pre-selection conditions and pre-calculated scores.

VueLogic's internal cost-analysis found that developing the application via in internally managed IT organization would be more expensive and time consuming than if outsourced to TEAM International.

The Solution

In order to develop the application and get to market as quickly as possible, VueLogic chose to employ a dual approach: to try something new, but risky, and to use a traditional and more reliable strategy. This dual approach was designed to help the company determine the most cost-efficient and effective way of developing the project. VueLogic hired a US-based software development firm to create the Front-End layers. At the same time, it outsourced the database development (ETL) process to TEAM International.

In the course of the preliminary negotiations between TEAM International and VueLogic it was decided to base the outsourced product lifecycle on iterative methodology. As a result of this, each iteration duration was based on customer requirements for given revision. Each revision was based on the 'waterfall' model including requirements analysis, developments and testing with final product delivery. VueLogic was fully authorized to determine the parameters of the next iteration/revision. Each certain iteration/revision was thoroughly planned jointly by the partners and the planning phase involved Project Management activities as well as process/product audits and documentation creation and upgrade. Project Management meetings were held on a weekly basis and included discussion of the project status, risk monitoring, data collection metrics, solved/unsolved issues, and proactive and reactive planning. Both the information flow and documentation production/storage within TEAM were done in full compliance with the CMMI Level 3 standards and requirements.

The Scope of the Project

- Development of 3-level architecture
- Development of the complex analytical system able to process large data volumes
- System configuration and testing

The Engagement Model

Dedicated Development Center

The Approach

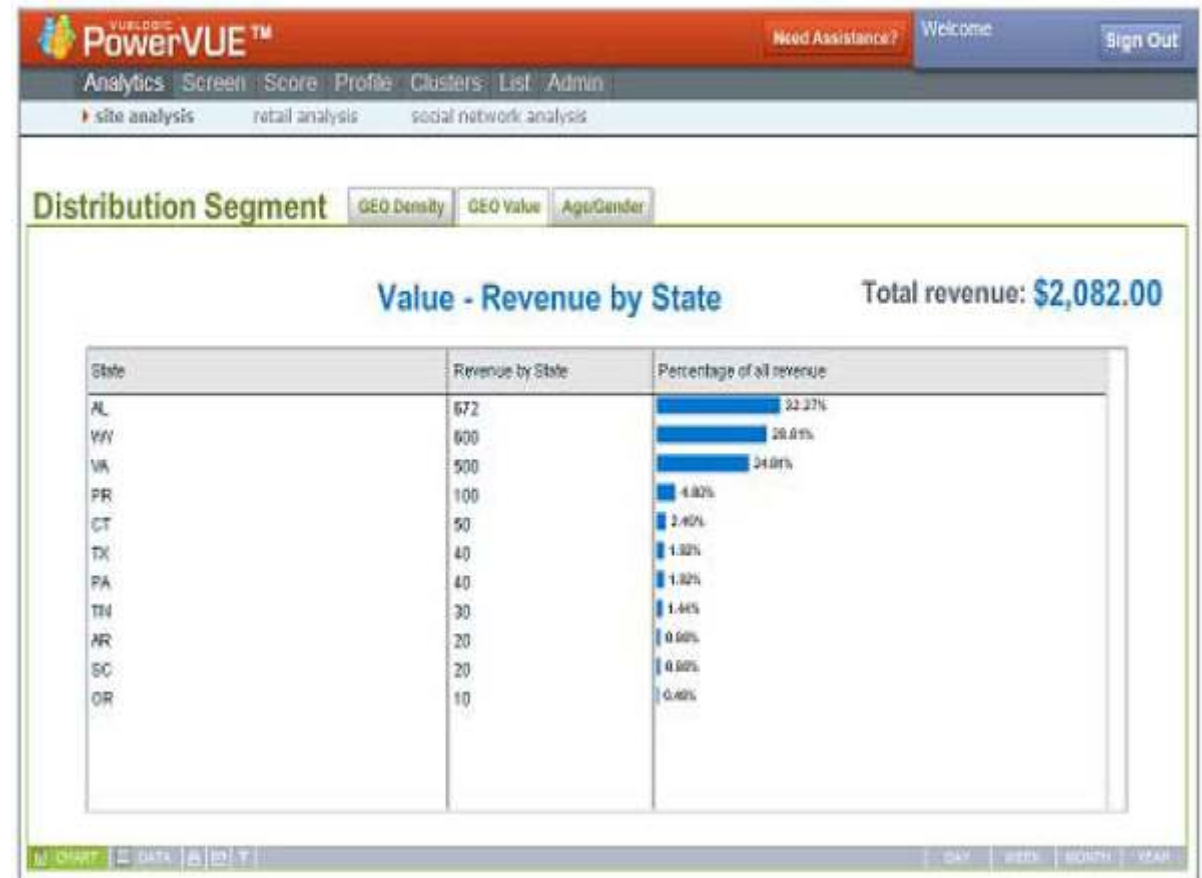
TEAM International decided to use OLAP database to allow TEAM developers to quickly answer multi-dimensional analytical and ad-hoc queries.

Number of Resources

Project Manager	1
Team Leader	1
System architect	1
Developer	4
QA Team Lead	1
QA Tester	1
Business Analyst	1
<i>Total</i>	<i>10</i>

Length of Project

11,852 man-hours



The Process (in chronological order):

Duration of partnership: January 2008 – present.

January 2008 – Start of Revision 1 of the project.

VueLogic determined the Project Scope and submitted its major requirements to TEAM International.

February 2008 – Project details specification.

TEAM International defined rough order of magnitude, test plan and test cases for Quality Assurance process. TEAM International produced Project Management Plan and Software Design Overview.

March 2008 – End of Revision 1.

TEAM International completed its work on development of the application prototype with basic functionality. Impressed by TEAM's flexibility, productivity, efficiency and quality, VueLogic made the decision not to continue the contract with the domestic software development firm and to submit the application code to TEAM.

April 2008 – Start of Revision 2 of the project.

TEAM International began working on the development of new functionality for the VueLogic business analytics tool. Organizational structure was established to coordinate instant communication between VueLogic supervisors and TEAM's specialists. TEAM determined and prepared the major project management documents (development guidelines etc). All team members were instructed on the project, project documentation, as well as document and source repositories.

May 2008 – Start of the execution stage.

TEAM International designed new screens and coded draft, final screens, new admin screens and new queries. Front-End application and new queries were tested.

June 2008 – TEAM specialists integrated new screens and performed integration testing.

July-November 2008 – Revision 3.

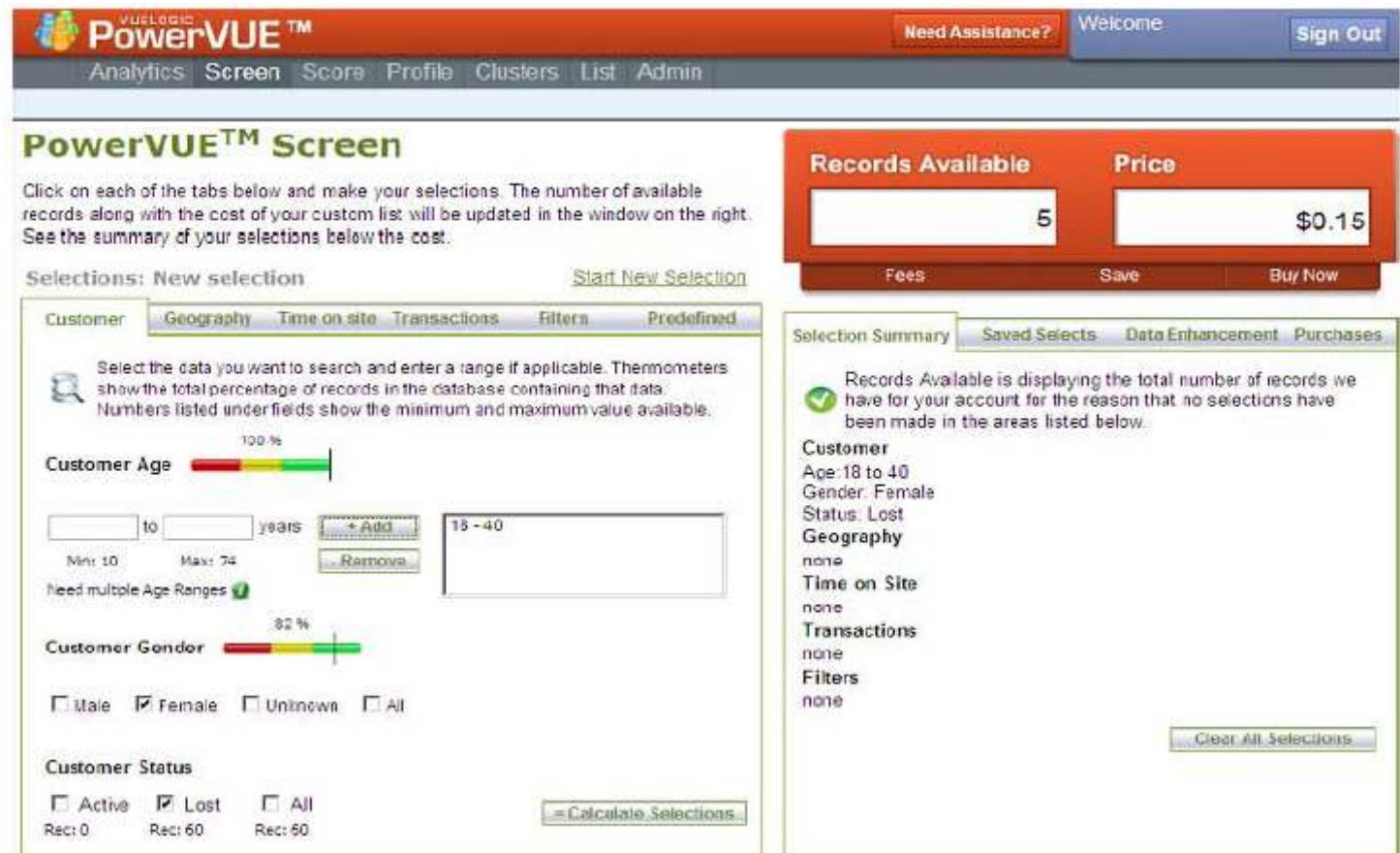
TEAM performed database improvement to handle large volumes of data, developed score functionality and address standardization functionality (.NET), did additional tool integration and produced revision documentation and testing procedures.

Technology Used

Database	OLAP
The Basic User Interface Platform	JAVA (IceFaces)
Database server	JDK 6 Update 4
Application Server	Oracle 10g
ETL Application	Tomcat 6.0.16, JBOSS
HTTP Server	Visual Studio 2005, MFC, MS Visual C++
Source control	Apache Http Server 2.2.8 Mod JK Tomcat Connector 1.2.26
Bug-tracking	SVN.
The Main Address Standardization Tool	Mantis
	.NET

Dilemma and Creative Solution

During load testing TEAM's testers faced a problem of generating large test data. For this purpose a unique test data generator applet was designed. The applet facilitated and significantly eased testers' work.



The screenshot displays the PowerVUE™ web application interface. At the top, there is a navigation bar with the logo, a 'Need Assistance?' button, a 'Welcome' message, and a 'Sign Out' button. Below the navigation bar, there are tabs for 'Analytics', 'Screen', 'Score', 'Profile', 'Clusters', 'List', and 'Admin'. The main content area is titled 'PowerVUE™ Screen' and contains instructions: 'Click on each of the tabs below and make your selections. The number of available records along with the cost of your custom list will be updated in the window on the right. See the summary of your selections below the cost.'

On the right side, there is a summary box with two columns: 'Records Available' and 'Price'. The 'Records Available' column shows a value of 5, and the 'Price' column shows a value of \$0.15. Below these values are buttons for 'Fees', 'Save', and 'Buy Now'.

The main selection area is titled 'Selections: New selection' and includes a 'Start New Selection' link. It features several filter categories: 'Customer', 'Geography', 'Time on site', 'Transactions', 'Filters', and 'Predefined'. The 'Customer' category is currently selected and shows a 'Customer Age' slider set to 100% with a range of 18 to 40 years. Below the slider are input fields for 'Min: 10' and 'Max: 74', and a 'Need multiple Age Ranges' checkbox. The 'Customer Gender' section has radio buttons for 'Male', 'Female' (selected), 'Unknown', and 'All'. The 'Customer Status' section has radio buttons for 'Active', 'Lost' (selected), and 'All'. A 'Calculate Selections' button is located at the bottom right of the selection area.

On the right side of the selection area, there is a 'Selection Summary' box with tabs for 'Saved Selects', 'Data Enhancement', and 'Purchases'. The 'Selection Summary' tab is active and shows a green checkmark icon and the text: 'Records Available is displaying the total number of records we have for your account for the reason that no selections have been made in the areas listed below.' Below this text, there is a list of selection criteria: 'Customer' (Age: 18 to 40, Gender: Female, Status: Lost), 'Geography' (none), 'Time on Site' (none), 'Transactions' (none), and 'Filters' (none). A 'Clear All Selections' button is located at the bottom right of the summary box.

The Results

All the project milestones were planned and the deadlines were met successfully.

As a major outcome of the partnership with TEAM International VueLogic received the first layer of its business analytics application and improved and upgraded functionality added to all three layers. On completing the first part of the project scope, TEAM delivered to VueLogic a fully integrated, scalable, and improved analytical system.

TEAM International provided VueLogic with the following deliverables: high quality Storage and Retrieval System, respective system architecture and testing documentations including descriptions of customer requirements, the source code based on received requirements, and additional scripts for database modification. VueLogic continues to enjoy the benefits of low-cost and high quality services provided by TEAM International.

