SOLOMO Adds Beekeeper Reporting to Product, Speeds Up Sales Cycle by 50%

Seeking the Right Fit – Functionality, Ease of Use, and Cost Effectiveness

SOLOMO needed an automated way to report insights to customers. Manual reporting was taking away from vital product development time, and the reporting output, CSV files, was not easy for customers to interpret. SOLOMO tried several solutions – an expensive dashboard option without real querying capability, a data visualization tool that wouldn't work with Spark, and another tool that worked for development, but did not scale well for production reporting. Beekeeper provided the right fit – attractive customer reports and straightforward data querying capabilities with easy team collaboration.

Reporting Within a Day, Saving Time and Money Every Day After

Barneson describes the process of getting started with Beekeeper as just what they needed – "It was easy for us to dive in the same day, start using it, and get immediate value from it." In a few hours, SOLOMO had deployed their first customer report and had the foundation of what would become a key part of their product offering.

"The Primary Interface to Our Data" – Querying and Reporting with Ease

SOLOMO needed two main functions from Beekeeper. The first – their customers needed a convenient, easy-to-interpret reporting format in order to communicate key metrics on a recurring basis – metrics like number of visits made to an event or location, how effective these locations were at converting visitors to customers, and the most popular time of day for each location. Enter Beekeeper email reports. The information gathered by SOLOMO's innovative technology routes through SOLOMO's database and, with a series of preset queries in Beekeeper, automatically sends the data in an easy-to-comprehend visualization of charts and graphs directly to the customer's inbox.

SOLOMO Technology, Inc. provides a cloud based platform for indoor location analytics and mobile engagement; web-like analytics for the physical world. These tools help the marketing scientist understand the behavior of people inside a location in order to improve marketing effectiveness.

"Beekeeper has reduced the time needed to deploy custom analytics to our customers from 3 weeks per customer to 3 days per customer – **a time and cost savings of 70-80%** for each contract."

– **JOE BARNESON**
VP of Product

The second need was for convenient, collaborative querying. Behind the scenes, SOLOMO develops and iterates on reports using Beekeeper's Query Workbench and Visual Report Builder. The ability to easily query their data using SQL was key for SOLOMO. Markus Ganter, Senior Big Data Engineer, notes "Beekeeper is the main tool we are using to query the data in our Hadoop cluster. The alternative would be to log onto the box and do a Hive query but we see that as way more complicated."

SOLOMO's turnaround time for data analysis and report generation has now been reduced by 70%. Data scientists can quickly analyze data, produce experimental metrics, and deploy a new production report in a few days – a process that previously took several weeks. Beekeeper's intuitive querying also makes it easier for employees in business analysis and marketing to directly access the data without developer assistance, which in turn reduces the turnaround time for customer report requests.

Looking Forward: Platform Integration

SOLOMO doesn't just want to address customer needs faster, they want to predict and meet the needs of customers before even being sent a request. The third iteration of their product, the beacon kit, does exactly that. Customers who set up the kit in their retail or event space will receive automated performance reports the following day via Beekeeper. Joe Barneson notes, "Beekeeper has had a tremendous effect on our business drivers. Our third iteration beacon kits would not have been something we easily would have jumped to without Beekeeper. We would have had to develop a large product behind it, say invest several months of time into it, whereas we know we can just do that with Beekeeper."

> "By facilitating teamwork and data sharing, Beekeeper has increased the productivity of our 8-person data science team by 50%."
>
> **– JOE BARNESON**
> VP of Product

In short, partnering with Beekeeper has sped up SOLOMO's sales cycle by 50%, which creates the opportunity for significantly more sales.

Looking for results like this for your company?

Contact us today at **info@beekeeperdata.com** or 214.238.4772 to discuss your needs and schedule a demo.