DigitalHive.
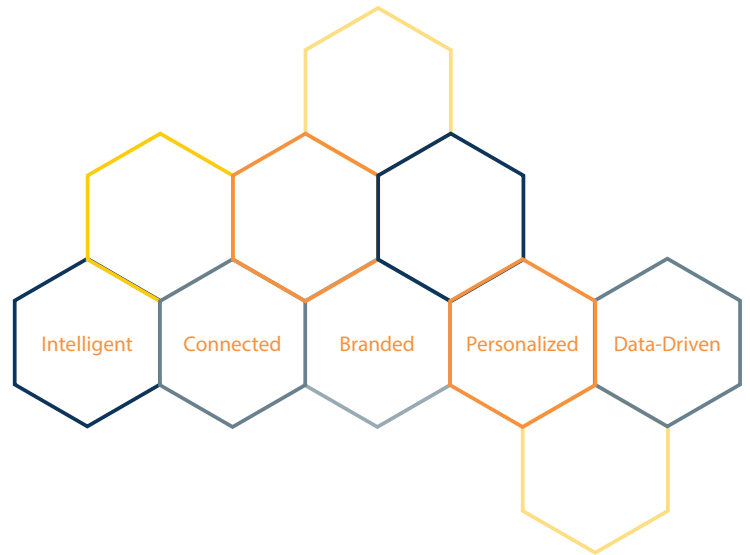
Intelligent   Connected   Branded   Personalized   Data-Driven

Deliver the Ultimate Customer Analytics Experience with Digital Hive

Providing Insights as a Service with a Customer Analytics Portal (CAP)

Creating new business opportunities can be what differentiates you from the competition and makes you market leading. Don't assume you know what your customers want - help them get to what they need! The way your customers and clients use and work with data and analytics is changing. In today's digital world, being able to access and view the information 'now' and 'exactly when you need it', from a solution that's simple to use, navigate and adopt, is driving user expectations, demand and business success.

So does your current customer facing solution provide users with direct access to the critical information and analytics they need, in a fast, modern and simplistic way? Does it offer self-service capabilities, flexibility and personalization? Can customers interact with analytics in real-time and drill down, or is the data static and out of date?

You're either one of three scenarios;

1. Vendor Solution - exposing single BI tool to stakeholders outside of the organization

2. Homegrown Solution - self-built web application/portal that is manually managed, updated and maintained

3. No Solution - information is shared via email as an Excel Spreadsheets, PDF content and/or PowerPoint Presentation

Don't get lost in translation - provide self-service analytics on tap

Operating a constrained, manual and labor intensive model is not sustainable. In-efficient processes and offerings will negatively impacting your business. Traditional, curated reporting in the form of Excel files, PDFs are a thing of the past. Your customers want a first class service at all times to help drive change and be successful. By introducing a self-service customer analytics portal that's built on your existing existing technology stack, and tailored to meet the needs and wants of your customers will help reduce costs, maximize profits and optimize operations.

Extending your current capabilities with Digital Hive will help:

- optimize the use of analytics, improves sharing of information and collaboration

- strengthen your partnership and customer relationships

- identify new opportunities for growth (sales & marketing) and increase your up/cross-sell

- achieve highly enviable customer retention rates

- eliminate any internal workflow/reporting backlock, and reduce ad-hoc customer requests

- enahnce insights to improve product offering and boost profitiability

- provide customers with a single and holistic view of their information

- increase customer stickiness, reduce churn and reinfornce loyalty
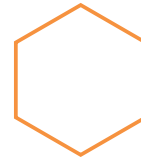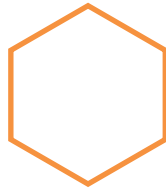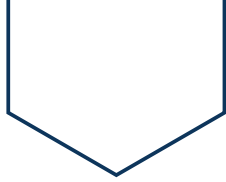
Truly Integrated Solution that Drives Customer Success

As your business grows and attracts more customers, your infrastructure for engaging with customers needs to adapt. A customer analytics portal is one way to scale as your business grows. Companies that build a customer analytics portal to alter how customers interact with their products and services often experience success. Digital Hive's Customer Analytics Portal enables you to create memorable, personalized experiences that foster customer loyalty and success, exceed customer expectations to deliver a first-class service that will rival the competition.

Connectivity
Seamlessly integrate multiple existing technologies (analytics, BI, CMS) and access all of your information assets.

Security
Leverage and take advantage of the security you've already defined within each ABI system.

Customization
Select your best analytics/BI assets and features, and repackage them as different service offerings for your customers. Adapt experiences to match the individual customer needs and technical skill level.

Storyboards
Add contextual information alongside analytics, such as RSS Feeds, Social Media, web links, images, PDFs, PowerPoint, and Videos to enrich the overall experience and help the customer tell a data story.

Brand/White Label
Make your portal an extension the business by styling and branding the platform for each customer or match your corporate branding.

Recommendations
Surface, recommend and push relevent reports and information assets directly to users based on their role, preferences, history and activity.

Personalization
Make each portal experience personal to the user by making it all about them - their role, working style and personal requirements.

Search
With Google like speed, users can easily search across multiple business systems and find their desired reports, presentations, videos and more.

"The big benefit with Digital Hive is that it enables me to very quickly model something, then go create it, and just as quickly change something. That means I can design and build at the same time, which has always really cut the cost and simplified the entire effort of building a personalized portal for a Clarity customer."

Darren Williams

Head of MI & Data, Clarity

About Digital Hive

Digital Hive is an international software company that provides an intelligent enterprise portal to content from analytics and BI tools, content management systems, and file systems – on-premise and in the cloud. By providing a single, shared organizational view, federated search across tools, and custom branding, Digital Hive helps drive systems adoption, improve data literacy, and deliver data stories for better decision making and business performance. A 2020 Gartner 'Cool Vendor,' Digital Hive customers like Clarity, DFS, Highmark, Pomona College, and University of Denver.