



Denny Cherry & Associates Consulting

Your Data, Our Expertise

Differentiation by DCAC: A Data Warehousing Solution

If you store large amounts of customer data, offering your customers a way to run customized reports based on that data can be an alluring differentiator from your competition.

The Client:

LCPtracker, Inc. is a leading software service provider specializing in construction site compliance related software. With over 200 government agencies and 200,000 contractor customers, the company works closely with government agencies and contractors assigned to public works construction projects.

Luis Ventura is the Vice President of Technology and Development at the company.

The Challenge:

Luis heard the same request over and over from clients at LCPtracker: they wanted to create their own reports, as well as customize and share them without the delays and expense of opening a service ticket.

"We did not have the Azure resources in-house to create this type of data warehousing system or solution on this scale. Microsoft had sent us Denny Cherry for a project previously. I knew his work and his ethics, and I knew he was an expert in this field, so I asked him for a quote."

Denny surprised Luis Ventura by proposing a solution as innovative as it was economical: one that would give LCPtracker a major differentiator from their competition.

"Our marketing department is planning on using this as a big feature in our service, one that sets us apart from our competitors."

Luis Ventura, VP of Technology & Development





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The Solution:

With the prowess of DCAC Business Intelligence expert Kerry Tyler, DCAC was able to introduce LCPtracker to a new Azure service called Azure Analysis Services [AAS] before AAS had even been publicly announced.

Luis explains, "Denny is really connected with Microsoft. He was able to get us into the AAS program and that allowed us to lower the cost of implementing and maintaining our entire system by not having to run SQL Server Analysis Services within a Virtual Machine." The system provided:

- A rapid, central reporting solution
- A single cloud-based warehouse for all LCP customer data
- Flexibility to expand or contract to save on storage costs
- Nightly automation so all data is collected, transferred and grouped
- Azure Active Directory for authentication and granting customers access to Power BI

The Results:

Utilizing Azure Active Directory Business to Business (B2B) collaboration capabilities, LCP is now able to grant their Office 365 customers direct access to data within the centralized AAS database. This simplifies the user experience for their customers and secures and streamlines the process for LCP.

Luis explains, "Once we saw the system and how much money we were going to save, we started adding services. So we're just entering the data phase. Our customers love the demos! Our competitors don't provide this type of freedom to access their data. Our marketing department is planning on using this as a big feature in our service, one that sets us apart from our competitors."

What would he say about DCAC? "Denny Cherry & Associates Consulting really looks at my whole business. They always keep the customers' interest in mind, and they are always looking for ways to make things run easier, faster and with lower costs. I really love that. He cares about us."

Summary:

- Azure SQL DB
- Azure Analysis Services (AAS)
- Azure Active Directory Business to Business (B2B)
- Office 365
- Power BI

2019 Winner of Most Innovative Tech Company of the Year, Technical Innovation of the Year, and Technical Professional of the Year at the American Business Awards

CONTACT US TODAY at 323-686-1478 or by email at info@dcac.com for your Data Warehousing Solution.