Sometimes it's just nice
to be able to sit back and relax!

**Actual feedback from one
of our Fortune 100 clients...**

You have over **1,500 people**
using an application with more
than **90% adoption**, it's still
new, and you have more
modules being rolled out
and they are on time/schedule
with **no major technical issues**.

And there is no need to have
the standing weekly call today
because there are **no issues**
to talk about.

The Southport Difference

User Experience Design

- UI/UX process driven design focuses on **the actual usability of your applications** along with great visual design.

- Rapid prototyping **speeds design up to 45%** from traditional processes.

- Usability testing provides recurring improvement of application which **reduces training cost and improves adoption.**
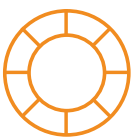
Reporting and Analytics

- **Exclusive focus on Microstrategy** - no one has more experience than us!

- Expertise with the **full suite of products** (dashboards, reports, etc.) providing you the ability to fully leverage how Microstrategy can improve your business.

- **Interface / device agnostic** - web, tablet, mobile, voice, etc.

Data Integration and Warehousing

- Integrate all of your **data from any source** to gain a complete picture!

- **Clearly defined data** standards drive **clear business decisions!**

- Our **governance standards** empower you to take control of your data.

Managed Services

- **Cost-effective** outsourced solution which proactively measures reliability and performance, allowing you to focus on business.

- **Reduces downtime**, while increasing customer satisfaction.

User Experience Design

Design is usually an afterthought, something to make the application look pretty. We believe that application building process should start with user centered design followed by visual design. **Our design process** has documented success improving usability, decreasing errors and development time, and lowering training and help costs. These results translate to **significant cost savings!**

UXD

User Centered Design

We're committed to building products that cater to the needs of stakeholders and end-users alike. Our design process thrives with an awareness of every touchpoint that makes up the overall experience users will have. The outcome provides richer **user experiences that drive product adoption, usability and relevance**.

Interactive Prototyping

A rapid design approach that focuses on the creation of semi-functional, interactive prototypes of a dashboard. Though interactive prototypes cannot replace usability testing, they can help **quickly identify major interaction, navigational, structural and presentation issues in an application**.

Usability Testing

Evaluating the usability of a product by observing user behavior, helps in the discovery of user interaction and technical issues. This iterative approach to design, helps improve the quality of a product and paves the way to a delightful user experience.

Visual Style Guides

We create style guides that provide a visual consistency that matches your corporate branding. **Providing a consistent interface design language improves the user experience and dramatically increases the efficiency of building applications**.

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Insights with Reporting and Analytics

Insights

When it comes to implementing MicroStrategy, **no company has more experience than Southport!** Since 2005, we've helped hundreds of companies put the power of MicroStrategy into the hands of over 500,000 end users. Our **exclusive focus on MicroStrategy** allows us to provide our customers with a depth and breadth of expertise that you can't get from vendors who "specialize in everything."

Scalable, governed dashboard solutions delivered via Mobile and Web

Deliver insights to your users at a glance with intuitive, **information-rich dashboards built using MicroStrategy**. Built to meet the needs of your business, our dashboards help you monitor and act on the most important metrics that impact your business. Build them once and deploy them via web or mobile.

Agile analytics for self-service end user reporting

Leave the spreadsheets behind by arming your business users with the ability to quickly access, explore and analyze data in ways not possible in spreadsheets. Quickly connect to virtually any data source, cleanse your data and deliver powerful insights in just a few clicks. Our consultants help you implement the governance processes and best practices that allow you to **enable instant access to data without compromising your ability to govern and share insights across the enterprise.**

Extend the capabilities of MicroStrategy with our SDK accelerators

Ever wish you could change the way MicroStrategy works to help you enhance user experience, integrate with third party applications or support your enterprise security standards? Well, you can, via their software development kit (SDK). **We are experts in developing customizations to the MicroStrategy platform via the MicroStrategy SDK**.

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Data Integration and Warehousing

Companies today are gathering more data, from more sources, than ever before in hisvtory. But are you managing your data or is your data managing you?

Data

Integrate Your Data to Gain a Complete Picture

In order to maximize the value of your data, it must be integrated from multiple data sources, which often times reside in multiple lines of business. As data volumes explode, so to does the need to integrate that data to provide consolidated views of your interactions with your customers, products, supply chain and every organizational attribute you can imagine. Our consultants are certified by the leading technology vendors to deliver data integration solutions that **help you tackle the problem of distributed data**.

Poor Data Quality Leads to Poor Decisions

Data without clearly defined standards and quality controls represents a tremendous risk to every organization. Without proper quality controls, organizations lack confidence in their data, creating an environment of doubt and delayed decision-making. **We help our customers define and implement data quality processes, tools and stewardship to ensure that data is fit for its intended purpose.**

Implement Strong Data Governance for Repeatable Success

We work with our customers to help them establish the organizational structure, processes and tools required to create consistent, high quality data across the enterprise.

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Managed Services (Ops)

With Southport's Managed Services, your MicroStrategy business intelligence and data warehouse solutions receive the best in **continued support and maintenance**—leaving you with peace of mind and free to focus on running your business.

Ops

Total Cost Predictability

For a monthly fee that is **less than the cost of a full-time equivalent**, you get access to a cadre of expert, certified resources.

System Reliability and Performance

Our proactive approach to administering your BI environment prevents issues, **reduces downtime and increases user satisfaction**.

A Complete, Outsourced Solution

With Southport's Managed Services, you are free to focus scarce resources on core business competencies and new value creation.

Services Included:

Application Maintenance

Performance Optimization

Monitor cube loading and performance

Track data refresh and load completion

Maintain application caches

Alerts and Report Delivery

Administer schedules and events

Monitor report distribution

Security Administration

User Managetment

Create and delete users

LDAP integration and management

Access Control

Definitions & management for application, objects and environment

Server Management

Performance Optimization

Manage system memory and resources

Observe performance and diagnose problems

Analyze statistics

Patches

Plan, manage and deploy software patches

Incident Management

Service Desk Support

Primary point of contact for all environment issues

Defined escalation processes for high priority issues

Issue Triage

Root cause analysis, review and evaluation

Implementation of minor application enhancements

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Case Study

TORY BURCH

Challenge - Lack of Reporting

Managers at the regional and store level, as well as marketing and planning teams, needed a way to visualize things like: sales and promotions, returns, store comparisons, foot-traffic-to-buyer conversion rates, supply chain management.

An essential part of their requirements was the ability to **see all of this information by store, by employee, and by product**. Without this kind of reporting, employees were forced to make decisions without all of the information.

Solution - One-of-a-kind MicroStrategy build

Southport started with a data model "makeover" to make sure that the inputs were accurate and comprehensive. We delivered both "pushed" reports as well as self-service reporting functionality. We built **powerful dashboards** with a myriad options for **cutting and slicing the data** to get the most accurate answers to the most urgent questions.

Tory Burch can now showcase a functional, **effective reporting solution for its employees at all levels**, highlighting global profit and loss, as well as specific drill-down into product categories.

- Regional and store managers can track promotions and schedule sales to align with peak demand
- Financial teams can report on P&L, net revenues, and currency fluctuations
- Marketing teams can identify the most effective campaigns by region, product, design house
- Supply chain managers can quickly identify bottlenecks in their distribution points

...and with a simple click, **everyone can understand how well each Tory Burch store, employee, and product is performing**. Not only that, **employees can create their own reports**. Using the MicroStrategy platform, Southport has helped transform how this luxury lifestyle company approaches its business analysis.