



Find out how we empowered a company to collect timely and detailed sales data from over 140,000 stores across North America!

"As the primary lead for one of MagNet's key business initiatives, I had the pleasure of collaborating with Point Alliance—a topnotch team of experts. It didn't matter if it was technology-related or time sensitive, the Point Alliance team consistently delivered on every challenge that was presented to them. Their results-driven approach and leading-edge solutions led to the successful deployment of their data warehousing, cleansing, consolidation, and business intelligence tools for MagNet."

Ray Shaw
Senior VP, Business Services
MAGNET



Opportunity

To architect and host a robust data warehouse solution that would accurately capture, consolidate, and cleanse critical magazine and retailer data which was individually housed in varying formats within MagNet's 100-plus partner base of wholesalers.

Point Alliance was also charged with the development of a business intelligence tool to empower end-users with the ultimate goal of improving sales efficiency rates which includes, but is not limited to, being able to forecast and analyze sales trends, performance, and competitive title comparisons.

Client Snapshot

Magazine Information Network, LLC (MagNet) was formed in 2000 by several leading magazine wholesalers to provide a source for critical sales and marketing information to the publishing industry.

MagNet has grown its membership to represent over 99% of single copy magazine sales in the United States. MagNet's database includes over three years of historical draw, return and sales information for more than 9,000 titles sold in more than 140,000 retail locations in the United States and Canada.

To learn more about our valued client, please visit their web site at: www.magnetdata.net.

Our Solution

Distribution data warehousing and business intelligence tools

Combining the technological power of Microsoft® and Cognos, Point Alliance provided MagNet with an end-to-end distribution data warehousing solution and business intelligence tools that would empower MagNet to provide timely and detailed sales data (per store, per issue) from over 140,000 stores across North America.

Core components and services that were provided as part of the new solution included:

- Data warehouse design and architecture
- A new industry standard XML data transfer format for all incoming data
- Data consolidation and cleansing tools—transformation and matching of copious data from multiple sources, formats and platforms .
- Business intelligence tools—multifaceted data reporting, audit and analysis
- Configuration and hosting of MagNet's infrastructure including terabyte servers and SANs
- Data migration – of historical data from the previous proprietary system

Our solutions make an IMPACT!

Our smart and solid solution for MagNet afforded us the honour of being named a finalist of Microsoft®'s *IMPACT Awards* in the category of Data Management Solution of the Year.





Outcome

Since launching the new consolidated data warehouse and flexible and scalable business intelligence tools, MagNet proudly boasts many benefits, meeting their overarching goal of providing the publishing industry with the best decision-support information and tools. The distribution data warehousing and business intelligence tool provided value to MagNet in the following areas:

- **Timeliness of data**

Users are able to access and distribute important data in a timely manner

- **Accuracy**

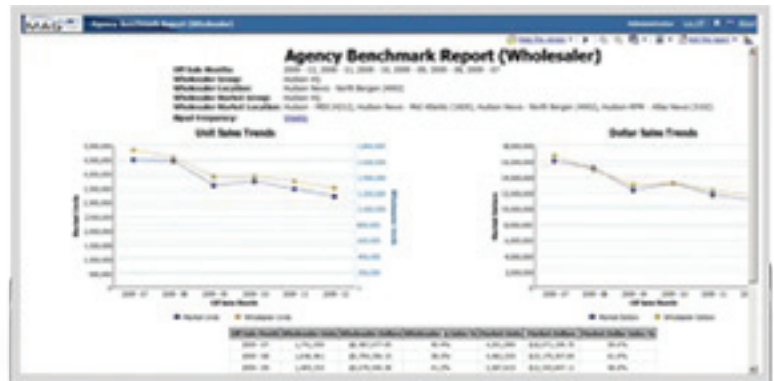
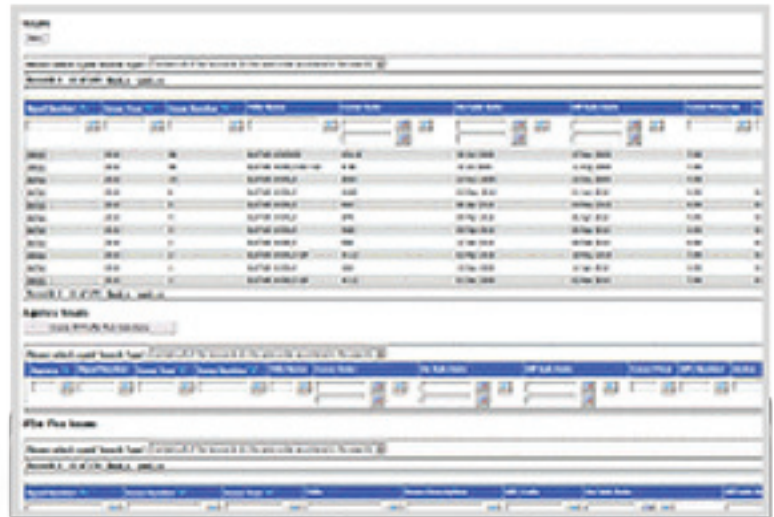
Data matching tools and processes provide greater accuracy of information

- **Cost efficiencies**

The automation of many routine and manual processes leads to greater cost efficiencies

- **Insightful reports**

Access to valuable data, such as important sales trends and business knowledge will provide users with a competitive advantage to make informed business decisions



Point Alliance & Microsoft®

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology. Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

Point Alliance has been a member of Microsoft®'s Partner Network since 2002. As a Gold Certified Partner of Excellence, Point Alliance works alongside Microsoft® to develop, integrate and deliver Microsoft®- based products and services. Point Alliance's core Microsoft® competencies include:

- Business Intelligence
- Custom Development Solutions
- Data Management Solutions
- Information Worker Solutions (SharePoint)
- ISV/Software Solutions
- Mobility Solutions
- Portals and Collaboration
- Web Development

Professional Services

Our services include:

- Environment assessments and business process review
- Custom application development
- Web content management solutions
- SharePoint implementations/ upgrades
- SQL Server implementations/ upgrades
- Training
- Support