



HEALTHCARE BUSINESS INTELLIGENCE SPECIALISTS

XLCUBED PARTNER WORKING IN THE HEALTHCARE SECTOR

CPM4Care is an XLcubed partner that works with more than 40 healthcare organisations, including the largest care organisations in the Netherlands.

CPM4Care has a customer-centric engagement strategy, defined as: ‘Continuously adjusting supply to customer needs based on knowledge of the individual customer, in order to build a relationship for long-term collaboration.’ Their ‘total solution’ proposition requires a customer-friendly business intelligence tool that sits on top of its data management solutions, to enable customers to analyse data and create and distribute reports efficiently.



FINDING THE RIGHT REPLACEMENT BI PARTNER

In 2015, CPM4Care’s legacy business intelligence tool was reaching the end of its useful life.

CPM4Care researched the market for other vendors to fill the gap, with an aim to enable their customers to carry out complex analysis in a future-proof front-end on their existing Care datwarehouse, with the ability to create and maintain formal reports and interactive dashboards, and to make these available to Web and Mobile users.

No CPM4Care customer is identical, but in the majority of cases CPM4Care installs and configures the database and ETL aspects, designs the data models and then educates customers to be self-sufficient in their ongoing reporting and analysis needs.

CPM4Care selected XLcubed as their preferred BI tool based on a range of criteria:

- **XLcubed product flexibility and speed**
- **Relatively shallow learning curve**
- **Familiar, extended Excel environment**
- **Fast reporting and interactive dashboards**
- **Responsive, multi-device functionality**
- **Straightforward integration with CPM4Care solutions**
- **Write-back capability**
- **Competitive licensing**
- **XLcubed expertise and partner collaboration**

Marcel Brockhoff, CPM4Care Co-Owner, says “we looked at most of the Magic Quadrant vendors and most products proved significantly more complex to install and configure than XLcubed. XLcubed also requires less user training to bring customers up to speed. Customers and prospects quickly see the benefits of XLcubed as there is no lengthy training required for them to become highly productive.”



SPEEDY CUSTOMER MIGRATION FROM LEGACY BI TOOL

The pace of migration of CPM4Care's customers to XLCubed has been extremely rapid.

Marcel Brockhoff reports that 60% of customers moved to XLCubed from their old BI tool within 18 months and expects that 90% will have switched by the end of 2017, and 100% by 2018.

The speed and effectiveness of switching to XLCubed is remarkable, given that a systems change frequently involves culture change and re-training that slows down the process.

Customer adoption is fast and end users are quickly productive. An added bonus for CPM4Care is that they do not have to commit to intensive and continuous product training programmes. XLCubed is relatively simple to use compared with other systems as users can leverage many of their existing Excel skills rather than have to start from scratch in a standalone environment with proprietary functions and rules.

WINNING 'NEW NAME' BUSINESS WITH XLCUBED

Marcel says that during 2016 and 2017 XLCubed has played a significant part in helping CPM4Care to win new business.

XLCubed integrates with CPM4Care's Microsoft-centric solution and generates early confidence in prospective customers that they will be able to access, interpret and report on data at many stakeholder levels, from power user to team level, and from management to remote field operatives.

The most appealing elements of XLCubed to prospective customers are, he says:

- Ideal for customers with Excel knowledge – i.e., most customers
- XLCubed is priced right
- End user flexibility
- Web and Mobile report and dashboard delivery

One of CPM4Care's principal objectives is to help their customers become self-sufficient with business intelligence and information management. In combination with the company's deep healthcare sector knowledge and experience, XLCubed helps CPM4Care to present an attractive 'total solution' that supports their bids for new business.

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OUR CUSTOMERS ”**

Marcel Brockhoff, CPM4Care

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Gerrit de Glee, CPM4Care

THE PRESSING NEED FOR FAST, RELIABLE & RESPONSIVE REPORTING

One of the key emerging customer requirements identified by CPM4Care is the need for reports to be made available quickly on multiple devices, including laptop / desktop, web and mobile phone.

XLCubed's fast and straightforward Excel to Web publication model puts Excel-based users with the appropriate permissions in control of Web and Mobile report and dashboard delivery. Publishing a report takes seconds and data-connected Web reports can then be accessed through the XLCubed portal, custom portals, or through XLCubed's mobile apps, all of which have secure user permissions.

Marcel Brockhoff says that the need for publishing speed and flexibility represents an important trend in the healthcare sector in the Netherlands. In progressive organisations, business intelligence has many touchpoints, from directors and managers, to team level, all the way through to remote end users who may be looking at specific local data.

The XLCubed reports accommodate the needs of people with a wide range of responsibilities. Board directors typically want line-of-sight across business KPIs. A team leader may have a team of 5 to 10 people who are responsible for a community, for example of disabled or elderly people, and the BI dashboard and KPIs required may be sickness and revenue related with associated KPIs.

DATA VISUALISATION HELPS TO CLARIFY THE NUMBERS

XLcubed enables Analysts to slice and dice data as required, unrestricted by the limitations of standard Excel pivot tables.

Reports and data visualisation are then straightforward. XLcubed comes with a library of thousands of graphical components to help provide easy-to-read reports showing data over time, by region, by personnel, by customer, or any other preferred parameter.

Gerrit de Glee, CPM4Care Technical Director, says that in their market research they encountered other solutions that had visualisation he describes as very demo-friendly, that lack flexibility in real-world scenarios using more complex data.

Flexibility in analysis, presentation and formatting are key for CPM4Care's customers, which XLcubed delivers exceptionally well. CPM4Care identify the responsive dashboard designer introduced with XLcubed Version 9 as a notable step forward, particularly for mobile delivery.

WORKING WITH XLCUBED AS A PARTNER

Marcel Brockhoff says working with XLcubed is "really good. XLcubed are always very responsive and flexible in the way they accommodate us and our customers.

I have worked with many BI vendors and XLcubed, quite simply, takes support to a new level."

Gerrit de Glee says "any problems are solved quickly and XLcubed always listen to our suggestions."

On behalf of XLcubed, COO Gary Crawford said, "Working closely with partners is vital to us. We grow our business by helping partners to grow theirs. We actively encourage partner feedback on their customers' needs, and it is incorporated into product development to ensure XLcubed continues to deliver what customers value in BI."

USERS LOVE WORKING WITH XLCUBED

The world of BI incorporates many different types of user, from analysts and power users, to field operatives who effectively only need easy access to standard reports and to change some selection criteria.

Feedback from XLcubed users has been positive at every level. Controllers who manipulate data at the advanced end of the scale like the fact that they can work with data from multiple data sources, to create data mashups at a report level as needed.

Mid-level users report that the product is very intuitive. They like XLcubed's layout options and find the grids and slicers simple to use.

"The other systems we looked at as potential replacement tools were less Analysis Services focused," said Gerrit de Glee. "XLcubed complements all of the data activity our customers are involved in, from aggregating sources to data manipulation and sharing information with all their various audiences."

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