



case study | Visit Raleigh + Simpleview Data Engine

Data-driven decisions made easy: **Visit Raleigh's journey with Simpleview Data Engine**

Visit Raleigh's commitment to data-driven decision-making is at the heart of the organization. The destination marketing organization (DMO) has relied on Simpleview's Destination Dashboards to provide detailed, granular information and in-depth impact analysis, which has given the team a solid, empowering understanding of critical data.

So when Visit Raleigh wanted to augment its existing data capabilities and make use of newer and more robust technologies, it chose the **Simpleview Data Engine**, a comprehensive business intelligence suite and data warehouse that provides DMOs with a dependable, accessible, and understandable source of data.



GOALS

Visit Raleigh's goals included:

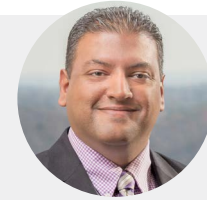
- **Holistic data solution** to consolidate data from various sources into a single, unified platform
- **Streamlined reporting** to further automate and expand reporting capabilities
- **Enhanced insights** to stakeholders to serve as a transparent data service to stakeholders
- **Economic impact source** to help venues demonstrate the economic impact of events and properties
- **Internal report creation** to create reports in-house and on the fly

CHALLENGES

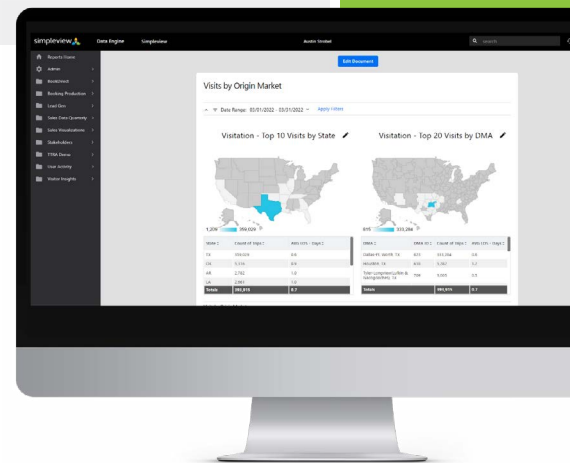
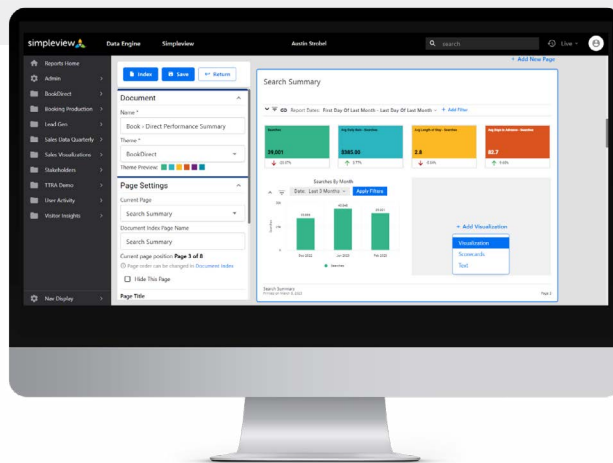
While Visit Raleigh already had a robust data foundation, data fragmentation across various sources made it difficult to create a unified view. The team felt that its reporting processes could be more efficient.



VIMAL VYAS
Vice President of Data, Security, and
Digital Innovation | Visit Raleigh



Simpleview Data Engine has been a game-changer for Visit Raleigh, providing us with a comprehensive and reliable source of data that's easy to access and understand,” said Vimal Vyas, vice president of data, security, and digital innovation at Visit Raleigh. **“We can now quickly identify trends, measure performance, and adjust our strategies in real-time. It's quite simply the future of DMOs.”**



SOLUTIONS

What Visit Raleigh enjoys about Simpleview Data Engine:

- **Easy-to-understand dashboard** for creating reports
- **The ability to generate lead scoring assessments** with charts
- **Actualizing the economic impact analysis** and sharing the details in a visual and compelling format
- **Understanding the impact** of every single year-over-year or month-over-month reporting for their convention center
- **The capability to deep dive** into the data to identify the “why’s”



INTERESTED IN FINDING OUT MORE ABOUT HOW THE SIMPLEVIEW DATA ENGINE CAN WORK FOR YOU?

Email us at accountmanagers@simpleviewinc.com or call us at **520-575-1151**.