



case study | Visit Raleigh + Simpleview Data Engine

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

<u>Visit Raleigh's</u> commitment to data-driven decision-making is at the heart of the organization. The destination marketing organization (DMO) has relied on Simpleview's <u>Destination Dashboards</u> 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.

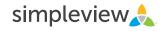
#### **GOALS**

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.



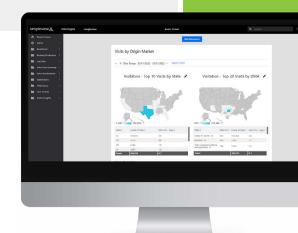


## VIMAL VYAS Vice President of Data, Security, and Digital Innovation | Visit Raleigh



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.

