Logi ANALYTICS Case Study

Go Daddy Eases IT Burden with Logi Info

AT A GLANCE

The Customer
- World's largest domain name provider, Web hosting provider, and new SSL provider

The Challenge
- Custom coding dashboards labor intensive and time consuming

The Solution
- Logi Info

The Results
- Able to access multiple data sources in real-time
- Can leverage more junior developers; and they're able to build better dashboards with less effort

THE CUSTOMER

Go Daddy is the world's largest domain name, Web hosting, and new SSL provider, focused on helping small businesses grow larger. Go Daddy provides dozens of cloud-based services and is the largest worldwide mass-market hosting provider by annual revenue according to 451 Research (Mass-Market Hosting Report-Fall 2012), and is the #1 provider of net-new SSL certificates for 2012, according to the Netcraft, LTD Secure Server Survey. The company has more than 3,400 employees and 600 in-house developers, and more than 11 million customers.

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John Pysher, Senior Director of IT, Internal Services, Go Daddy

THE CHALLENGE

"For internal business intelligence, we had multiple reporting teams all using a mix of dashboards built internally. While we were able to meet the needs of the business, it was labor intensive and time consuming to make changes," stated John Pysher, Senior Director of IT, Internal Services, Go Daddy.

THE SOLUTION

"We were looking for an agile, web-based solution that all reporting teams could use for all business units that would work with our current network architecture. We evaluated numerous BI tools and eliminated some solutions due to poor data visualizations and exorbitant pricing. With open source technology, we felt the support offerings were inadequate and we would have been pretty much on our own in development.

"We selected Logi Info due to the licensing model as well as the architecture. Logi enables us to access multiple data sources in real-time. We're a company of software developers and we were pleased that it is web-based and horizontally scalable.

"We also found Logi Info to be the best looking product and the data visualizations and presentation were really sharp. Finally, working with Logi has been one of the best vendor experiences I've had in a very long time and I've loved dealing with them," explained Mr. Pysher.

THE RESULTS

Ease of Development

"Once we were able to establish the necessary data connections on our internal network, there wasn't a lot of work to be done in Log Info in order to roll out new dashboards. We are reporting on our SQL warehouse, which is currently a few terabytes in size, as well as OLAP cubes. With the assistance of Logi consultants we were able to begin exposing new dashboards to end users in less than 30 days. We built dashboards for product managers which include KPIs related to product performance such as gross sales and new purchases. We also have dashboards for customer service management and marketing analysis with data on customer trends.

"Logi has exceeded our expectations and everybody is really enjoying it. Go Daddy previously had senior

developers devoted to building custom dashboards, but now we can leverage more junior developers and with Logi Info, they are able to build better dashboards with less effort. Building reports is absolutely faster in Logi."

Easily Embeddable

"The flexibility that Logi provides is a great improvement. We can embed reports very easily. We don't want to tell users to go to different places for different reports. Logi enables us to embed reports in existing dashboards, resulting in a seamless experience for end users."

Customer Reports

"We currently capture nearly 300 Gigabytes a day of web logs that we want to report on. We plan to use Logi Info for our Hosting systems, and will most likely create data grids around them initially," concluded Mr. Pysher.