Touch UI Development – A Profitability Business Intelligence ISV sought to extend its analytics product onto Windows 8 based tablet computers

**Situation**

- The client sells a suite of profitability analysis tools that are used by Fortune 1000 companies to analyze their products, customers, and vendors for opportunities to improve profitability. These tools were used to build a Microsoft SQL Server Analysis Services cube to model the data.
- While the suite had a Silverlight-based front-end, it was not usable on a tablet device, it required frequent loading of data, and the data was displayed in a tabular format only.
- The client wished to present this data in a format that was optimized for touch input, seeking Pariveda’s input on best practices for Windows 8 application design.
- Additionally, the client wanted the app to show previously unavailable “business driver” data, which are factors that affect the profitability of a given customer or product, such as the number of overnight deliveries.

**Solution**

- Pariveda worked with the client to design the application, suggesting an interactive graphical experience in addition to a tabular format as appropriate for Windows 8.
- After finalizing the design, Pariveda built a Windows 8 Client application to expose the profitability data in easy to understand graphical formats, such as the Whalebone cumulative profit chart, the Waterfall profit breakdown chart, and the Bullet Graph comparative measure chart (see examples to the right).
- To improve performance and scalability of the app, and provide a starting point for future apps on other platforms, Pariveda built a new Web Service layer that caches the data after it has been transformed for the client.
- The new web service utilized new queries into the SQL Server Analysis Services back end to expose the business driver data and to the client app.

**Benefits**

- The client can now offer its customers a compelling tablet experience to view the profitability models that their existing software excels at creating.
- The web service infrastructure created gives the client a starting point to create apps for other mobile platforms, such as iOS, Android, or Windows Phone.
- Executives at the client’s customers can get an overview of their company’s performance as a whole, and drill into the individual customers and products that are of interest to get the details affecting their performance.