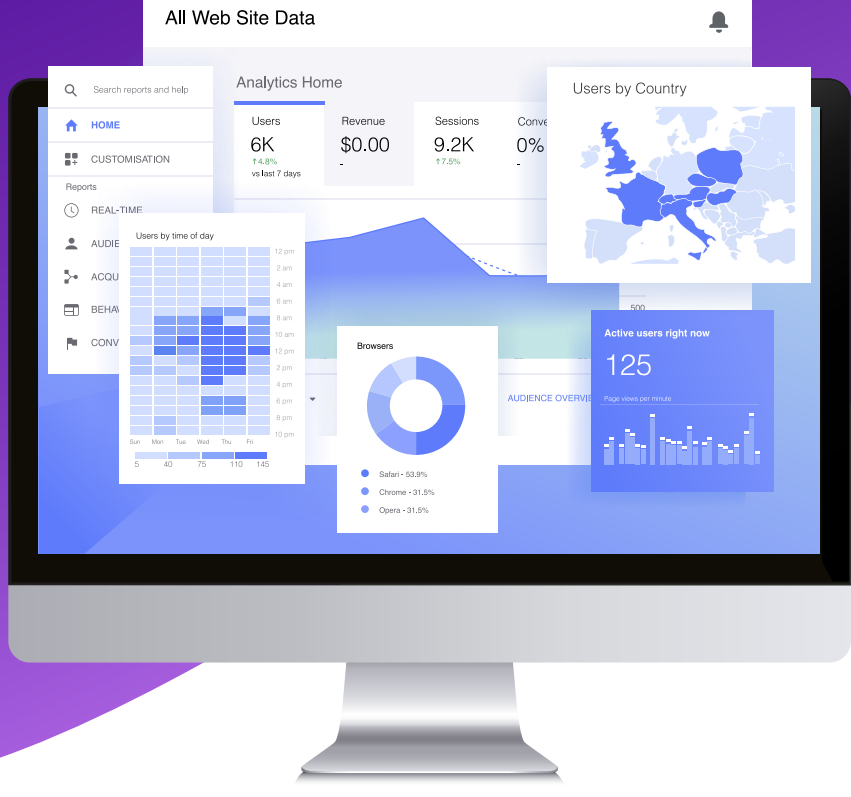


Transforming Analytics with Invimatic’s Flexible Architecture

Invimatic collaborated with a US-based Intelligent CX platform to revolutionize their analytics architecture. Faced with challenges in accommodating diverse customer needs and ensuring data security in a multi-tenant environment, the client sought a solution that would break free from one-size-fits-all analytics.



Company Overview

The client is an all-in-one Intelligent platform empowering CX teams with actionable insights. Using prediction and GenAI, they enhance team productivity by providing real-time predictions, trends, sentiments, topics and more. Their platform eliminates the need for multiple solutions and manual data handling.

Challenges

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Dynamic Data Dashboards

 - Create dashboards supporting varied dynamic data and schema for diverse customers.
 - Ensure a flexible, personalized experience tailored to each customer’s unique dataset needs.
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Customer Perspective Incorporation

 - Adapt to diverse customer perspectives and business needs.
 - Ensure the analytics framework aligns with specific industry intricacies, reflecting diverse viewpoints within client’s customer base.
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Data Security

 - Ensure robust customer data security in a multi-tenant environment.
 - Implement advanced measures to safeguard sensitive information, ensuring confidentiality and compliance.
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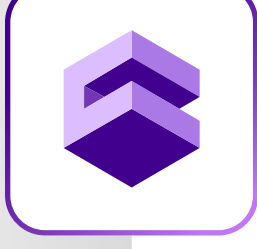
Cost-Effective Licensing

 - Design an optimized licensing model scaling seamlessly with growing customer numbers.
 - Foster flexibility and cost-effectiveness, allowing the customer to expand its user base sustainably.

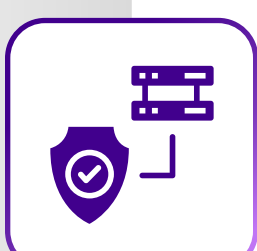
Solution Offered

- ### Cube-js Reporting Framework

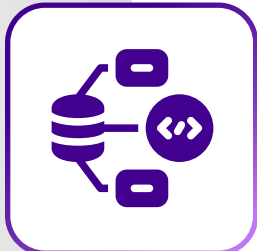
 - Suggested Cube-js, an open-source self-hosted reporting framework.
 - Deployed on Kubernetes services for scalability.


- ### Multi-Tenancy and Integrated Security

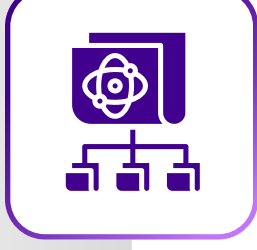
 - Configured Cube-js to support multi-tenancy.
 - Integrated robust security measures with other loop services.


- ### Optimized Caching Framework


 - Implemented an efficient caching framework to alleviate the load on transactional databases.


- ### Dynamic Schema Generation

 - Developed a dynamic schema to align with the varying needs of different customers and tenants.


- ### Standard Templates and Custom Reports

 - Created standard templates for common reporting needs, facilitating faster dashboard implementation.
 - Designed highly configurable custom reports to complement standard dashboard templates.



Technical Stack



Results

Rapid Dashboard Creation

Enabled the creation of dashboards in as quickly as a single day.

Flexibility for On-the-Fly Modifications

Achieved a highly flexible system, allowing implementation teams to modify reports on-the-fly during customer calls.

Customer Empowerment

Empowered customers to configure dashboards aligned with their business scenarios, facilitating informed decision-making.

Conclusion

Invimatic's implementation empowered the client to transcend traditional analytics constraints. The new architecture not only addressed immediate challenges but also provided a foundation for scalable, adaptable, and customer-centric analytics, aligning perfectly with their commitment to intelligent CX.