

Open Source Business Intelligence for Business Economic Development

Abhijith Shyandilya
The University of Findlay

Shiv K. Gupta
The University of Findlay

Kalyan Jangam Goud
The University of Findlay

Pervasive technology has long influenced us to create a ubiquitous lifestyle. However, use of inexpensive technology in a cogent business environment has long been the dream of many entrepreneurs. Capital investment for an innovative business idea has been a perplex issue. This article, sheds light on some of the marked down business intelligence systems available in the free market today. The article aims to present diversified tools and its uses in a startup company in variegated industries. Diversified tools which aid to build an expedient and innovative way to strategize therein abetting a scrupulous enterprise.

INTRODUCTION

Technology and communications has long evolved in this information age we dwell in. Internet has become an integral, imperative tool for any process, whether it would be work, play or casual lounging. The dependency on internet is incomprehensible. However, enterprise inexpensive software's and tools has long been the desire. The answer to this conundrum is answered in this day and age, because of the development in the open source and web based applications designed for enterprises. Open source software involves collaboration between firms, suppliers, customers or makers of related products to pool software R&D to produce a shared technology. (West, Chesbrough, Vanhaverbeve, 2006).

Economic elasticity for a start-up company, has always been the critical challenge. In this information age, we drive information to create value (Skok, 2013). But, the tools which create this value have always required substantial economic capital. In this paper we present some of the applications which answer these fundamental questions, they are: Active Campaign and Google analytics. The tools listed above simulate vertical integration in an information driven environment in a meticulous orderly manner to impeach the prodigality of process management. Making life easy for a budding entrepreneur.

The software which are discussed in this paper is being used by many organizations to its fullest potential. Which substantiates the claim made by Michael Skok in his 2013 Future of open source 7th annual survey on open source enterprise system productivity. (Skok, 2013). Companies which use these software's vary from web development, manufacturing to hotel and retail industries. This paper aims to present a holistic view of how a small scale, Start-up Companies can use these tools to increase productivity. Productivity which is driven by unique business models which is coherently dependent on

these secure, tested, inexpensive, alternate applications which adhere to all the logistical needs and the economic factors of an organization. (Jordan M. John, 2012)

DISCUSSION

Information creates values because, in the information age the content created through the internet must reflect the organization structure. According to Schumpeter organizational and technological innovations are intertwined (Schumpeter 1950). Schumpeter saw organizational changes, along new products and processes as well as new markets as factors of "creative destruction". This paper aims to address the need to accommodate the before mentioned dynamic enterprise application in an organization. Organizations of today are an indefatigable, dynamic and functioning entity. Based on our survey, we collected data to identify the need for open source or inexpensive software to help organizations function efficiently. Truly Essential is one of those companies on which we are basing this paper on. Truly Essential is an established company operating in India from 1999. The Company has an objective of growing medicinal aromatic plants and supplies herbage to Ayurvedic medical manufacturers, herbal extractors and distillers of aromatic plants. The products developed are supplied to large department stores, malls, aroma therapists, spas, leading hotels and massage parlors in India and overseas as well; the company has recently hosted a website www.trulyessential.in to facilitate online sales. The dynamic website employed to accommodate the ecommerce functionality has embedded Google Analytics.

For all the tools, all the data and all the computing power, getting numbers to tell stories is still difficult. Google Analytics brings marketing tools formerly unavailable to the owner of the smallest business (Jordon, 2012). Analytics play a key role in any organization big or small in this information driven age. Google analytics is among the tools well entrenched to paving the road to actionable data. Google analytics as a web analytics program helps track an ecommerce organization traffic and telemetric. In order to instigate the tracking mechanism of the ecommerce website the user of the ecommerce page has to install the required script on the company's websites. Google analytics, empowers it's user to track variegated, diversified information about their ecommerce site.

Marketing a product in this internet driven environment requires meticulous planning. The growing influence and range of social activities of virtual communities of consumption add nuance to marketer's existing understanding of consumer behavior and marketing (Kozinets, 1999). Google analytics aids organizations to create marketing campaigns which track and maintain internet traffic of the organization's ecommerce website. Furthermore, the application features real time reporting of data which facilitates tracking of email marketing strategies and even reports usage statistics of a particular page on the website. This functionality aids organization's to assess, assimilate and evaluate to predict future potential customers and future conversions.

Google analytics also can track data from any specified URL. This is very helpful to monitor the traffic of Truly Essential's Social media pages. According to Social media strategist Gary Vaynerchuk, "Social media is a business in itself. What it is, is customer service. It's caring about somebody". Gary Vaynerchuk, in his new book "*jab, jab, jab, right hook*" argues why demographics plays a key role to determine the marketing strategy in an online environment. (Vaynerchuk, 2013).

Google analytics answers this insatiable need. Google analytics with its geo tagging functionality also aids to monitor and gather data based on demographics of the customers who access the organization's website. These various tools helps marketing department of an organization to track activities, create marketing campaigns and strategize accordingly to curtail to demographics which the organization struggles to market and also to demographics which the enterprise wishes to expand. Several case studies presented in the google analytics page which includes Multi-National Corporations validates the potential of Google analytics to curtail to all the needs of an organization, irrespective of their size.

For the company in question i.e. Truly Essential. Marketing on the internet plays an integral role to market the product as well as the organization. Google Analytics once linked with Truly Essential's website can provide important information which helps to identify key variables for strategic marketing. According to the CEO of the company, using Google Analytics has helped them keep track of daily traffic

of their website and their blog posts. Google analytics link tagging helps to link specific pages of a website to track traffic of the particular page. This plays a key role for Truly Essential as they can monitor specific pages of importance, such as checkout page and order completion page. Link tagging has helped Truly Essential to create a database of customers who convert and those who hesitate in the last moment. The peak hours of the site's traffic, the demographic information of the viewer's generating this traffic which can be monitored using Google Analytics helps, Owner of Truly Essential Akshara Kumar design campaigns to optimize the marketing campaigns to instigate higher traffic return values. The ability to view important information at a single glance in the Google Analytics dashboard helps keep track of key variables that are important for the organization.

Marketing in an online environment can be carried out in many ways. But, even in this day and age of social media. Email marketing is the imperative preferred manner. Email Marketing, according to Arthur Middleton Hughes creates a personal relationship which social media fails to establish. Email marketing is the most cost effective way of marketing. But, creating this connection has been the biggest conundrum. Hiring a graphic designer and an online marketing manager is inconceivable for an organization which is foraging for money. Active campaign, is a tool which adheres to answer this fundamental need.

Active campaign is a software which helps manage contacts, design email content, automate email marketing campaigns, and integrate that with the social media pages such as Facebook, LinkedIn, and Twitter etc. Active campaign, empowers its users with all these features at a very minimum cost. Furthermore, Active campaign is equipped with its own analytics. This helps monitor and analyze the variegated interwebbed campaigns instigated by the user. This software will bode well for a company like Truly Essential, which is venturing into the internet space. The detailed instructions followed by the customer support system provided by the proprietor adheres to all the preliminary issues a new user might face while attempting to use this tool for the very first time.

Active campaign can be used from the beginning of an email campaign to the end. Active campaign can manage contacts by importing your contacts from the enlisted email ID's and synchronized social media platforms. The contacts once synchronized can be categorized as per the user requirement. Let's assume, Akshara Kumar the owner of Truly Essential has just installed Active campaign to launch an email marketing campaign. Once the contact from her email and social media platforms are updated, Akshara can organize these contents based on importance, demographics or business value. Now, comes creating the content. Content for an email marketing should be prodigal, ensuring the customer is drawn into it. This need is scrupulously answered by Active campaign, as one can create content from several templates which is available to the user. Akshara once she picks the template of her choice, can add content to this template, by merely dragging and dropping the files on to the template. The template as per the needs of the user once prepared should be sent strategically. Strategic email campaigns can be designed through active campaign. For truly essential, once the preliminary transaction is complete, it is imperative to establish a relationship with the customer to ensure retention. Therefore, Akshara can design an email automation campaign. Some of the automated emails which Akshara can send through active campaign are: Periodic offer emails, season greetings, suggestion emails and customer service emails etc.

Once the relationship is established, Akshara wants her customers to share their experience with their friends. Active campaign can embed any social media site which Akshara chooses in the emails. Thus, helping the user stay connected with truly essential through their favorite social media platforms. The social media integration, the periodic emails, the email conversions can also be monitored with the analytics embedded in the active campaign software. The user, Akshara in this case can create various such email marketing campaigns which ensure not only to help in customer retention but also aids to establish a relationship.

Case Study Analysis

In a recent Market Force survey, 81 percent of U.S. consumers surveyed declared social networking recommendations were integral to their purchase decisions. With such a comprehensive number dictating the market demands and market share. Social media marketing strategies have been imperative for any

organization. Fairmont hotel in recent times have implemented social media marketing comprehensively. They segmented the market in the social media with the help of Google Analytics. In the virtual world, segmentation of your site visitors is basically a division or group. For example, one can segment visitors by visits that come from iPhone or even by returning visitors only. This gives the control to look only at specific groups of visitors to see how they affect the web site traffic.

Another model of segmentation available in Google Analytics is the advanced segments. In advanced segments you can create customized advance segments to help break your website traffic down into groups that are meaningful to your business objective (Ledford, Teixeira, Myler, 2009). Fairmont hotels implemented the advanced segmentation in Google Analytics which validates market force survey on social media marketing.

Fairmont hotels social media strategy was implemented in the form of a quiz. The quiz consisted of five different answers that asked fans or users to select their favorite beverage, weekend escape, and idyllic dining experience, best form of transportation and idea of beauty. Each of these questions was paired with a photo to help users envision the answers which best represented their personality. This helped Fairmont to establish whether the users in question favored adventure, exotic, leisure, sophisticated or urban lifestyle. The questionnaires in the contest, helped segment the list of contestants that shared their email addresses and create custom email messages to each participants email in the future. (Loffler, 2012).

Therefore, one can state that email marketing is imperative to establish a relationship between the organization and the consumer. According to Chris Siestsema of Convince & Convert “One of the most important and challenging aspects of email marketing is to provide the highest level of relevance possible”. The relevance which Chris Siestsema talks about can be achieved through active campaign. Active Campaigns content creation and automation tools helps organizations big or small to design an empirical social media marketing model. Thus, Fairmont hotel “by incorporating the data related to the individual customer, are providing a more relevant and unique experience for that individual. For marketers, by sending a segmented email” (Loeffler, 2012). This similar model employed by Google Analytics can be implemented by any start up or a company like Truly Essential which has recently established an ecommerce website. Tools such as Google Analytics and Active Campaign can help market organizations in the highest order with little capital investment.

The survey conducted by market force on the social media marketing implications on consumers validates why a company big or small can use these tools to command a scrupulous marketing stand with minimum amount of capital. According to Steven Olenski, “in the future the behavioral preferences captured (through these types of campaigns i.e. segmented) will lead to opportunities to tailor communications through the message, offer creation and creative that will be both relevant and personal” (Olenski, 2012). Market Force survey validates the claim made by Olenski. According to the survey conducted by Market Force, 12000 consumers in the U.S. or 81 percent of US respondents indicated posts from their friends directly influenced their purchase decision. This finding supports an early study done by the chief marketing officer (CMO) council and Lithium, a social media tech firm, which revealed 80 percent of responders purchase decision were dictated by their friends suggestions.(Olenski, 2012). Furthermore, Market Force survey also shows 78 percent of respondents said the posts by companies they follow on social media impact their purchases. Therefore, we can conclude how important social media marketing and segmentation email marketing is in the ecommerce environment.

CONCLUSION

A start-up company or a small scale organization to ensure a dexterous ecommerce establishment must develop a keen perspicacity to create a market position with the most indigent economic investments. The methodology explained in this paper ensures an ecommerce marketable strategy to ensure sustenance. Companies like Truly Essential which are looking to create a foothold in the ecommerce environment do not need an opulent investment. They just need the perspicacious tools such

as Google Analytics and Active campaign to strategize. Tools which can be implemented with ease as there is an abundance of support available.

Inexpensive, powerful tools like these can help any organization big or small to strategize, segment and to create a customer-enterprise relationship. Thus, ensuring an iconoclastic marketing model with a very minimum capital investment.

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