INSIGHTS ON 50,000 SALES CONSULTANTS ARE 'IN THE BAG'

Thirty-One Gifts is a top 20 direct-selling company founded in 2003 that provides personalized home organization solutions that empower and support women. The company maintains a diverse product line comprised of wallets, bags, home organization solutions, home décor, and jewelry. With over 1,000 corporate employees and 69,500 independent sales consultants nationwide, Thirty-One Gifts offers women the opportunity to own their own businesses.
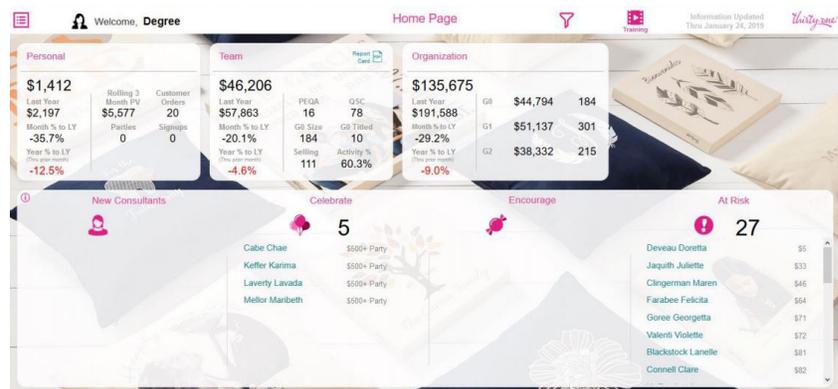
The Challenge: Struggling to support remote teams

According to Chris Newland, Senior BI Manager at Thirty-One Gifts, "The sales force is made up of independent consultants, some of whom are leaders that need business metrics to manage their teams." Many sales consultants were paying hundreds of dollars per month out-of-pocket to crunch numbers through third parties. They needed an easy-to-use self-service tool to help save time and money.

The Solution: Launching a sales field analytics application to manage the entire process

A MicroStrategy customer since 2012, Thirty-One Gifts quickly saw the potential in MicroStrategy's scalable and federated data architecture. After just one year with MicroStrategy, Thirty-One Gifts chose MicroStrategy as their only BI tool for reporting and analytics. They then decided to take their MicroStrategy investment to new heights by moving to AWS. Says Newland, "Just as the introduction of BI has improved how data is used in the home office, [there was a need] to do the same for the sales field."

Their sales field application was launched with the goal of managing consultant retention, growing their teams, creating process consistency, and saving time and costs.

Picture above: The Thirty-One Gifts sales dashboard landing page.

Company

Thirty-One Gifts

Applications

Leader Performance Management Tool

> "Just as the introduction of BI has improved how data is used in the home office, [there was a need] to do the same for the sales field."
>
> **—Chris Newland**
> Senior BI Manager
> Thirty-One Gifts

MicroStrategy
Analytics and Mobility

Pairing MicroStrategy and AWS to better manage remote teams

Thirty-One Gifts created and deployed the Leader Business Management Tool with the power, efficiency, and flexibility of the MicroStrategy Cloud Platform on AWS. This governed, enterprise-wide tool gave consultants and executives visibility into the challenges and successes faced by consultants, illuminating the proactive measures these business owners needed to take. The app helps them recognize and encourage good performers and optimize team productivity.

Migrating to MicroStrategy on AWS

The company's data warehouse, built in 2013, provided a stable foundation for the BI team to quickly migrate to the cloud. They developed and maintained the integrity of their data warehouse by mapping it to a consolidated semantic layer on MicroStrategy. This allowed them to roll outout their new cloud application to the first 2,000 users within five months of starting their initiative in 2017.

The MicroStrategy Cloud Platform offers a console that is customized to provision and manage environments that are optimized for AWS, making an agile deployment possible. By using a Virtual Private Cloud (VPC), they were able to circumvent time-consuming steps involving infrastructure setup and network security. "This saves a lot of time and reduces risk. All the security pieces and all the setups, it happens, and it happens very quickly. You're still managing the environment, but you don't have to deal with all that setup," said Newland.

MicroStrategy on AWS also allowed them to use two separate environments on two different MicroStrategy versions: Both environments are based on the same general schema and data mart. They can run regression tests on both environments without re-building freeform SQL to access pertinent information and reports from the original on-prem environment. Schema changes in either environment can be easily deployed without affecting the other, reducing effort and maintaining data architecture.

Monitoring their MicroStrategy environment with ease

Built-in administrative system components such as the MicroStrategy System Manager and Command Manager allow administrators to oversee morning batches of cubes for the home office, alert on batch issues if needed, and monitor the MicroStrategy environment for issues. Any batch issues or alerts from System Manager are sent through the AWS SES email to their internal email.

AWS SES email is also used to alert users on AWS infrastructure availability or high resource usage. These alerts come from Amazon Elastic Compute Cloud (Amazon EC2) and AWS CloudWatch, which are both dedicated to monitoring

---

Before MicroStrategy

- Over-dependence on spreadsheets
- Consultants paid third-parties out-of-pocket for sales numbers and metrics
- No visibility into individual performance or growth

Goals

- Manage consultant retention
- Grow sales consultant teams
- Create process consistency
- Save time and money

After MicroStrategy

- Ability to recognize performance and optimize team productivity
- Empowered with self-service analytics for the home-office and the field
- Scalable MicroStrategy on AWS infrastructure enables fast development of new apps

MicroStrategy
Analytics and Mobility

AWS infrastructure-related elements. Amazon EC2 allows teams and developers to obtain and configure capacity with minimal friction, and AWS CloudWatch provides data and insights to monitor applications, understand and respond to system-wide performance changes, optimize resource usage, and get a unified view of operational health.

The scalable and customizable attributes of MicroStrategy paired with the ease and efficiency of AWS have been revelatory for Thirty-One Gifts. As they look forward to future initiatives, they know that they can develop any prototype imaginable and can test and deploy their creations in two weeks or less. They are now constantly discussing and considering new ways to improve their consultant tools, share business intelligence with the home office, and become a more Intelligent Enterprise.

Ready to learn more?
Speak with an expert and request a demo.

Call Us: 703-848-8600

Visit Us: *www.microstrategy.com*