**NIELSEN ON THE GO APP**

**The Nielsen Company.** For more than 90 years, Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail, and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world’s population.

Nielsen’s Media segment, which provides media and advertising clients with total audience measurement services across all devices in which content is consumed, is a well-known division of the company, but they also support a Connect segment, which delivers the industry’s only global view of retail performance measurement to CPG manufacturers and retailers. By integrating information from its Media and Connect segments with other data sources, Nielsen provides its clients with world-class measurement and analytics that help improve performance.

**The Challenge:** Having instant access to information on-the-go is now a necessity for agile business leaders around the globe. Nielsen wanted to provide executives at their retail and manufacturing clients with mobile analytics to help them easily track their business and make informed decisions.

The company’s requirements were complex. It was critical that the app handle a large volume of data from a variety of sources and deliver high performance to clients to promote user adoption. Nielsen wanted a single point of access for all of their clients instead of building an ETL process for hundreds of clients; this multi-tenant infrastructure needed to be secure, so clients could see only their data. Nielsen sought to automate the process as much as possible and to design a single data model to meet their clients’ needs. Finally, they wanted the app to provide users with a seamless and aesthetically appealing experience personalized to each client on iOS and Android devices, in both landscape and portrait views.

**The Solution:** Nielsen, already a MicroStrategy analytics customer, created the Nielsen On the Go smartphone app upon the platform’s architecture, leveraging the platform’s best-in-class mobile capabilities. The team finalized the reports and visuals to include in the app, and designed it with a customized splash screen, icon, and D3 visuals. Nielsen also employed MicroStrategy Command Manager to optimize app performance, ensuring that app caches were only updated for the specific data and users that warranted it.

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— Nadir Türkman
Global Solution Partner
Nielsen
Nielsen On the Go now provides executives at their retail and manufacturing clients with instant access to their business performance information across various countries and time periods. Each of Nielsen’s clients uses its own data and logo in the app, and users can analyze data related to sales, market share, and country. Clients can select various competitors against which to compare performance and drill down to analyze KPI trends related to value (currency) share, volume (units) share, average price, distribution channels, and promotional performance.

The MicroStrategy Difference: The team at Nielsen designed an extraordinary data model which meets the needs of 95% of their clients without the need for additional customizations, and the MicroStrategy Mobile platform allows for rapid customization when needed. MicroStrategy Mobile is built to meet the security requirements of any organization and integrates seamlessly with the proven security features of the iPhone, iPad and Android, giving Nielsen the built-in security needed to deploy the On the Go app at scale.

Nielsen has already seen highly positive feedback from their clients about Nielsen On the Go. Users enjoy the modern design of the app and feel empowered to make more informed business decisions from any location. According to Nadir Türkman, Nielsen’s Global Solution Partner, “The ability to deliver innovative products to our clients is essential. The MicroStrategy Mobile SDK for iOS and Android development ecosystem provided us with the necessary tools to translate our ideas into a real product.”

Before MicroStrategy
- Disparate data sources
- No mobile capabilities
- Manual reporting

Goals
- Create a mobile app
- Deliver exceptional performance
- Single point of access
- Comprehensive data security

After MicroStrategy
- Instant performance insights
- High user adoption and satisfaction
- Secure access to data with varied requirements

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

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