

“Meetic’s growth is partly thanks to its partners, so it is essential that we can offer them an effective reporting solution. It affects our company image. IBM Cognos 8 BI plays an essential role in this area.”

Magali Minard, Manager of Meetic’s Study Department

Founded in 2001, Meetic is Europe’s premier online dating site. In less than six years, it has established a strong online presence, with a brand that is recognized in about twenty countries and with tens of millions of profiles uploaded since its creation. Meetic also boasts the highest traffic of all European dating Web sites, across all audience measuring bodies. Listed on the stock exchange since 2005, the company generated a turnover of 78.7 million euros in 2006.

Challenges faced

Meetic’s resounding success is partly thanks to its numerous partnership agreements.

“We have many partners who send us subscribers,” explains Magali Minard, Manager of Meetic’s Study Department. “We produce a report for each partner to keep them informed of the audience they generate, the number of people who have signed up and the number of visits originating from their site, and the traffic generated by each location.” Up to a year ago, Meetic used to create these reports manually using a customized tool.

“On average, it took a whole day’s work to add a partner to the panel of reports to be issued,” explains Magali Minard. “In addition, the slightest modification, a frequent occurrence in a report, involved the same amount of work.” After studying the market, the company decided to acquire an operational reporting solution to increase its efficiency and responsiveness, and opted for a solution from Cognos, an IBM company.

Strategy followed

The solution became operational in September 2007 after an implementation period of just two months. Interfaced with the company’s data warehouse, IBM Cognos 8 BI is now used to automatically generate customized reports according to its partners’ requirements—and with no human intervention. Meetic’s partners are now provided with information in

Industry

- Online dating

Geography:

- Europe

Information needs:

- Issuing customized reports for partners
- Automating the customization and creation of reports in order to improve responsiveness and efficiency

Solutions:

- IBM Cognos 8 BI
- IBM Cognos Now!

Benefits:

- Customer satisfaction: Meetic now provides comprehensive information to customers
- Standardization: in addition to being rolled out to the company’s partners, IBM Cognos 8 BI is now being used internally to cover various different operational reporting requirements

the form of dashboards and graphics, giving them a global and precise view of their current activities with Meetic.

“We have carried out a lot of work upstream on presentation,” explains Patrice Lévesque, Meetic’s Datawarehouse Team Leader. “It was essential for us, in terms of our company image, to be able to offer our partners very high-quality reports.” By applying style sheets, the company can automatically produce as many interfaces as its different brands. Meetic also uses this technical process to tailor the interface to each country in which it has partners, and to offer a localized portal, thanks to the Unicode architecture which offers native support for multilingualism.

“All this work was made easier by the burst report management functionality,” adds Patrice Lévesque.

“Without this functionality, everything would have been far more complex.” Meetic offers a portal for each country, allowing partners secure access to their reports. This IBM Cognos 8 BI functionality has allowed the company to design a single generic report containing all the information a partner may need. The burst management mechanism automatically applies filters as soon as the partner logs on, generating a tailored report according to the partner’s profile.

Highly satisfied with this first stage, the company has just launched a new project and has purchased a new component to enhance its current platform: IBM Cognos Now! Designed to generate real-time interactive dashboards, the latest addition to the Cognos range of solutions allows real-time management of performance measurements. Meetic plans to roll the solution out to small partners for which it has not yet implemented any reporting solution. In addition, Meetic also plans to deploy the solution to its internal departments in order to provide managers with real-time performance monitoring indicators.

Benefits realized

Meetic chose IBM Cognos 8 BI for two main reasons: the price, and its ability to issue burst reports tailored to each partner’s profile. After two months of usage, the company has noticed a significant increase in satisfaction among its partners. Internally, Meetic has saved valuable time.

When it used to take an entire day to add a new partner to its report list, Meetic now simply needs to enter the customer’s profile to generate the report automatically in just a few minutes. It is so successful that the company is now using IBM Cognos 8 BI internally as well to analyse its sales, its members, and their behaviour.

About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit www.cognos.com.