

SQUID SOLUTIONS RELEASES THE SQUIDBOX

Squid Solutions, vendor of agile business analytics software, released the new Squidbox offering. The Squidbox is an all-in-one solution to drive the business with data.

The Squidbox is an appliance (hardware and software) located outside of the production IT systems. It gives business teams a way to independently use enterprise data without dealing with the constraints of IT. Data from production, marketing, CRM systems are copied into the Squidbox where they can be joined and analyzed. Results are published in a web dashboard or pushed to other applications like BI, CRM or the production web site through an API. The Squidbox also acts as a datawarehouse with historical data for analytical projects and datamining, such as segmentations or predictive modeling.

The Squidbox serves as a tactical system to support operational business initiatives. The deployment of a Squidbox takes less than 60 days. It is designed to be agile and incremental, and can accommodate new data sources and new indicators without parameterization of ETL tools.

Main benefits tied to using a Squidbox :

- Business teams adopt a data-driven practice of the business through marketing experimentation and measure of ROI;
- Costs are incremental and always tied to the business initiatives set up on top of the Squidbox. Additional investments can be decided on a per-project basis, each project generating its own measurable ROI ;
- The Squidbox is a one-stop-shop for business teams. It also unloads the IT teams of lengthy specifications sessions with business users. The web dashboard requires no training and the API can be used by internal IT or IT services companies to build specific business applications.

Adrien Schmidt, CEO of Squid Solutions : « The Squidbox is really a box on which you plug a web portal and business applications. It makes it very simple to use data and analytics to drive the business and create growth. It's the first time that we actually give business teams the opportunity to fully express themselves using enterprise data, to experiment, to explore, with a right to fail because it is cheap and fast. The Squidbox provides them with data, storage and CPU : they are no longer constrained by production IT systems. For all of the extremely agile businesses on the web, where services, prices and promotions vary daily, it's a revolution. »