

Driving **Business Growth** Through **UX-Led Digital** and **Analytics Solutions** for an **Event Management Brand**



Industry: Event Management
Headquarters: Texas, United States
Employees: 6,000+
Type: Private

Client Overview

The client, a leading global event management company known for organizing large-scale, high-profile events across industries, and aiming to modernize its website to boost user engagement, improve mobile accessibility, streamline service discovery, and enhance operational planning. They needed a scalable, SEO-ready digital platform with interactive tools, capable of supporting evolving business needs and providing a seamless experience for both internal teams and customers. Additionally, the client sought a solution to simplify content management, enable quick updates, and strengthen their brand as a credible, modern, and customer-centric industry leader.

Problem Statement

The client was updating Power BI reports on a monthly basis through a largely manual process. Data was received from multiple stakeholders in the form of Excel files, which were manually uploaded and appended to existing datasets. In addition, several report visuals sourced data from semantic models that were refreshed independently by their respective owners, leading to inconsistent data availability.

Due to these manual dependencies and lack of standardization, the monthly report refresh cycle typically took 3–4 business days and was prone to human errors. Furthermore, the client had a requirement to implement Row-Level Security (RLS) and Object-Level Security (OLS) to control data visibility across markets and user roles. However, due to limited technical expertise, these security requirements could not be implemented.

Solution

MOURI Tech collaborated with the client to enhance data management and reporting through centralized, governed, and automated processes, enabling:

- **Centralized Data Management:** Consolidated data from multiple sources to create a single, reliable view, enabling timely and consistent reporting.
- **Cross-Department Insights:** Established relationships across data sets to ensure accurate insights and smooth decision-making across departments.
- **Access Control Enforcement:** Implemented access controls so that each team sees only the information relevant to them, strengthening data governance.
- **Optimized Report Deployment:** Streamlined report deployment and review processes to ensure dashboards are delivered on time and meet business expectations.
- **Leadership-Friendly Dashboards:** Delivered dashboards that matched client-defined layouts, providing clear and intuitive insights for leadership.
- **Automated Reporting:** Automated report updates and refresh schedules, reducing manual effort and improving reporting efficiency.

Analytics CoE at MOURI Tech

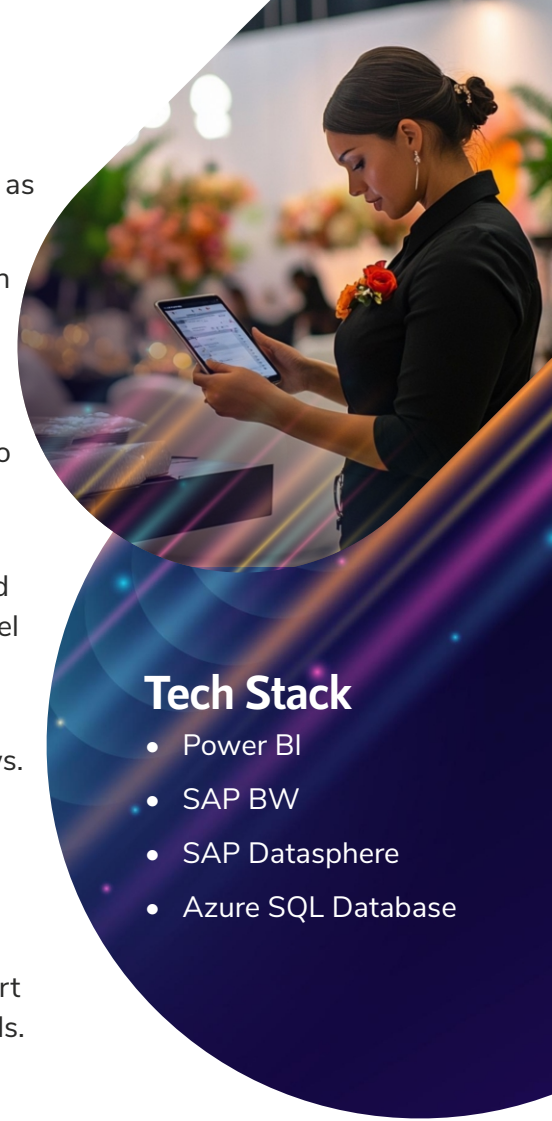
At MOURI Tech, we help organizations unlock the potential of real-time data to drive faster and smarter decision-making. Leveraging advanced AI/ML, data engineering, enterprise search, and performance management solutions, we integrate disparate data sources and deliver actionable insights. Our certified experts and domain-specific analytics capabilities ensure efficiency, scalability, and sustained business growth.

Collaborate with us to transform data into measurable outcomes and build a future-ready enterprise.

Business Outcomes

The solution achieved tangible benefits such as these:

- **Time Savings:** Freed ~40 hours per month by automating manual reporting tasks, enabling staff to focus on strategic initiatives.
- **Enhanced Visibility:** Provided insights into 36 key organizational KPIs, empowering leadership with actionable data.
- **Stronger Data Governance:** Strengthened data security through role- and object-level access controls.
- **Improved Accuracy:** Increased reporting consistency by centralizing data workflows.
- **Leadership Confidence:** Boosted trust in dashboards with designs aligned to client expectations.
- **Scalable Framework:** Created a maintainable reporting structure to support future growth and evolving business needs.



Tech Stack

- Power BI
- SAP BW
- SAP Datasphere
- Azure SQL Database



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AICPA - SOC Certified | HIPAA Compliant | PCI DSS Certified | GDPR Compliant

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