



Dialego AG  
Aachen, Germany  
www.dialego.de

#### Industry:

Professional Services

#### Annual Revenue:

US\$2.6 million

#### Employees:

35

#### Oracle Products & Services:

Oracle Business Intelligence  
Standard Edition One  
Oracle Answers

#### Oracle Partner:

##### HANSEN Group

Hansen Group AG  
www.hansen-group.de

**“With the flexible analysis options and interactive dashboards inherent in Oracle Business Intelligence, we are opening up additional business fields in the new Panel Intelligence Unit. This year alone we expect additional growth of 5% from this business area.”**

– Birgit Krause, Research Consultant, Dialego AG

## Dialego AG Improves Survey Analysis Processes with Business Intelligence Solution

Dialego AG is a full-service market research institute in the field of internet-based market research. Founded in 1999, the company collects data exclusively online and offers innovative online solutions for the worldwide branded goods industry and trade. Dialego’s clients consist of customers such as Unilever, Nestlé, and Gruner & Jahr. The company’s branches are situated in Aachen, Hamburg, London, Paris, and New York.

### Challenges

- Create a complex data model to support comprehensive multi-client studies for commerce and manufacturers
- Simplify the preparation of panel data and comprehensive survey results
- Ensure a quick, six-week implementation to meet project deadlines

### Solution

- Worked with Hansen Group to implement Oracle Business Intelligence Standard Edition One, which helped Dialego to efficiently enter survey results and data into a central warehouse
- Enabled the company to analyze image and competition data for food retailing and pharmacies, as well as answer various questions associated with shopper behavior patterns—including shopping outlets visited, reasons for selections, etc.
- Allowed Dialego to prepare diverse results easily, transparently, and attractively for customers using interactive, pre-defined dashboards
- Leveraged Oracle Answers to allow experienced customers to define queries online
- Enabled market researchers to perform analyses immediately via the system’s intuitive interface
- Completed the implementation of the introductory project in just six weeks, including the data model, the development of dashboards, and training