

GALLUP®

Gallup, Inc.
Washington, DC
www.gallup.com

Industry:

Professional Services

Employees:

2,100

Oracle Products & Services:

Oracle Database
Oracle OLAP

"Oracle OLAP gives us a framework that allows us to slice and dice data while keeping it manageable and scalable. It gives my teams a noticeable advantage in the market today." – Jim Collison, Technology Manager, Gallup, Inc.

Gallup, Inc. Ensures Reliable, Rapid Access to Critical Operational and Business Data

Gallup, Inc. has studied human nature and behavior for more than 70 years. Gallup employs many of the world's leading scientists, and its consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup consultants deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world.

Challenges

- Provide a standard infrastructural solution that enables the presentation of research—such as industry-specific employee and customer engagement data—to clients
- Create a data infrastructure that is scalable, reliable, secure, and accessible to multiple applications without need for a proprietary access layer
- Streamline database management

Solution

- Implemented Oracle Database and Oracle OLAP to create a data infrastructure that fulfills Gallup's robust business and research requirements and facilitates database management
- Met the diverse analytical requirements of various practices (including healthcare) for customer engagement and employee engagement, providing clients with quick access to critical data they can use to operate more effectively
- Gained a highly scalable, 24x7 data infrastructure that supports thousands of users at nearly 50 clients using the service, without compromising performance or reliability
- Ensured rapid response times—up to 1,300 requests per minute—even for large Web pages that contain sophisticated analytics and a rich presentation layer comprising various dynamic cross tabs and graphs
- Gained the ability to support business intelligence applications without replicating large amounts of data in specialized analytical databases or requiring proprietary code