

**Company:**  
**intouch Group, Inc.**

Founded in 1990, intouch Group created the award-winning iStation interactive music listening kiosk. Today, intouch revolutionizes the delivery of today's most popular Internet content to smartphones, providing advertisers new way to target and reach mobile users.

**www.intouchgroup.com****Joshua Kaplan,**  
**CEO & Chairman****Industry:** mobile media services**Birst Solution:** Birst Professional

“Birst provides us with a sophisticated solution that has easy-to-use and attractive dashboards and the ability to create flexible reports across any of our available usage and customer metrics.”

—**Joshua Kaplan,**  
**intouch CEO**

## intouch Group Uses Birst for Low-Cost, Effective Marketing Analytics and Reporting

Intouch Group is the creator of iBrowz, a mobile application that enhances the smartphone user's ability to experience rich content and applications on their mobile phones. iBrowz delivers today's most popular Internet content, including news, weather, stocks, sports and entertainment, and today's most popular web sites, including Facebook and Yelp, directly to a smartphone in one easy-to-use interface, at user-selected intervals.

### Business Challenge:

intouch Group needed to generate customized reports for multiple advertisers and content providers using minimal internal resources.

intouch collects a wide variety of demographic, advertising, and usage data from its growing base of iBrowz users.

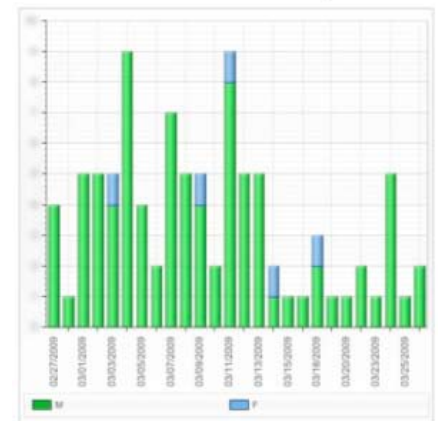
This wealth of data demands an analysis and reporting solution that can quickly and easily report on key metrics, like

impressions and clickthrough rates, but also provides the depth of information that advertisers want for reviewing target markets and campaign effectiveness.

“Before, we had to hand build reports with Business Objects, which required a lot of people hand cranking,” said Joshua Kaplan, CEO, intouch Group. “Using Excel, it took all day, with all the tweaking and formatting you go through. We needed to move to something scalable with customized reports that we could change over time.”

### Choosing a BI vendor

After evaluating a variety of vendors, including open source, on-premise, and in-memory providers intouch selected Birst. Other solutions “did not have the sophistication in the look and feel of the charts and reports” for which they were looking. Additionally, they found that other solutions would have cost significantly more. “Pricing was really expensive for an OLAP engine solution, plus the additional server maintenance requirements meant more servers and more people.”



Report showing new users by gender

**Key Benefits of the new system:**

- Better information to manage the business
- Improved customer service and sales
- Saved labor and infrastructure costs

“As intouch grows, Birst can easily scale to handle the increasing demand for mobile metrics and analytics, and its on-demand offering ensures that we pay for only what we need today.”

**Key selection criteria:**

- SaaS solution with web-based dashboard
- Ability to share reports online with advertisers and partners outside the firewall
- Servers maintained by vendor
- Significant scalability
- Real-time analysis and easily edited charts
- Low cost of entry

**Vendor selected: Birst**

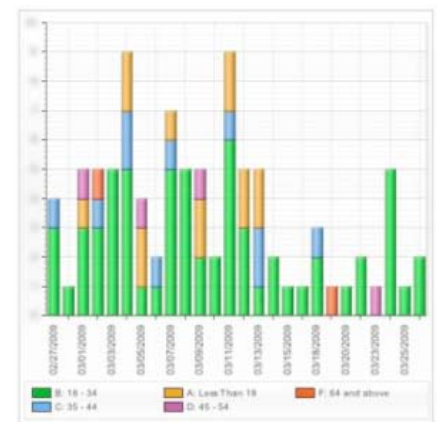
“Birst is providing us with a system for creating unique report areas for advertisers and partners,” said Kaplan. “I can’t tell you how much time that saves! One set of data and one set of reports, we can customize that in terms of what information we can see. Under our old system, it would take a team of people and a lot more time.”

**Key Benefits of the new system:**

- Better information to manage our business  
“We know the output, how many subscribers are generated by a service, and target marketing results.”
- Improved customer service and sales  
“Birst helps us demonstrate to our advertisers and mobile content providers that they can reach their target markets and advertise effectively through iBrowz.”
- Saved labor and infrastructure costs  
“A comparable system to this would be a couple more servers, people to run servers, other people for the database – this could be double the cost of using Birst.”

**Birst is the right solution at the right price**

“Birst provides us with a sophisticated solution that has easy-to-use and attractive dashboards and the ability to create flexible reports across any of our available usage and customer metrics,” said Kaplan. “As intouch grows, Birst can easily scale to handle the increasing demand for mobile metrics and analytics, and its on-demand offering ensures that we pay for only what we need today. It’s more affordable than having to pay for software, servers, and an expanded IT staff.”



Report showing new users by age

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