

## CASE STUDY

# From Outdated Systems to Data-Driven Success: How MPM Marketing Transformed Reporting with Power BI



"Before implementing Power BI, we were flying blind. Our old system gave us no clear visibility into our financials and operations. Now, with real-time dashboards, we can track our performance, identify trends, and make data-driven decisions. This transformation has been a game-changer for us."

- Luke Bird, Chief Financial Officer at MPM Marketing

**THE CHALLENGE**

MPM Marketing faced a challenge as employees were accustomed to Excel refreshable reports from the old system. While limited, these reports were familiar, making the shift to Power BI a significant adjustment.

**THE SOLUTION**

**KeepingItSimple** replaced MPM's manual Excel refreshables with real-time, interactive dashboards. Employees gained instant access to accurate data, eliminating manual consolidation and errors. With training, teams quickly adapted, making faster, data-driven decisions.

## 20%

of workweek returned to employees due to time saved from manual reporting

## 100+

Data driven decisions made through Power BI reports & dashboards

## \$1M+

In new business generated through data visibility