



Headquartered in Jacksonville, Florida, Beeline is the market leader in Contingent Workforce Solutions (CWS) managing over 25,000 active contractors and over \$4 billion in contingent and project based labor spend. Size, stability and expertise have put Beeline on top in a field of growing importance. Beeline's solutions are focused on reducing costs, enforcing policies, and improving the quality of contingent and project based labor programs for Fortune 500 and Global 1000 organizations. Beeline's solutions include: Vendor Management Software, Services Procurement Software, Managed Services, and SmartView® Analytics and Intelligence.



"Our partnership with Spotfire has helped our company meet its business goal to distinguish itself in the industry by taking a leadership role in business intelligence."

Martin Matula, Technical Product Manager, Beeline

Beeline Partners with TIBCO Spotfire to Drive Strategic, Analytic Business Intelligence

Develops new revenue stream with Spotfire-based product offering

Contingent workforce programs are incredibly information intensive. Data points that need to be tracked and analyzed include regular program metrics associated with personnel such as headcount, demographics, rate cards, contracts, supplier data needed to gauge effectiveness, cycle time (the amount of time it takes to fill a job,) and a host of financial information.

CHALLENGE

Beeline and its customers used Crystal Reports and Business Objects for reporting. Sifting through mounds of data, running stacks of reports, and assimilating endless spreadsheets yielded purely tactical information that was hard – sometimes impossible – to draw insight from. Last year the company developed a strategic, analytic business intelligence initiative and sought new tools with which to execute it.

SOLUTION

In its effort to become a more data-driven company, Beeline began using the TIBCO Spotfire® visual analytics solution internally to analyze spend across clients. Soon Beeline's president was using it for trend analysis. Other applications for Spotfire Analytics quickly emerged in product management and customer support. "Once we saw what it could do for one aspect of our business, we rapidly applied it to others," says Martin Matula, Beeline Technical Product Manager.



During a client presentation, the client was so impressed with Beeline's ability to interact with the data in Spotfire Analytics on the fly that he asked how much the solution cost. That is when the company realized the Spotfire platform would be an ideal solution with which to tackle the challenge of performing meaningful analysis of its customers' contingent workforce programs. Just like Beeline, customers could benefit from analysis that is interactive, intelligent, and actionable. At this point, Beeline began the development of an application based on the Spotfire platform called SmartView.

Created as a "value add" to Beeline's software and services, the launch of SmartView has brought Beeline's customers next generation analytics. It has also become an additional revenue stream for the company. "From the beginning, SmartView served as a differentiator for our services team because of its interactivity and visuals," says Matula. "We subsequently realized the tool's potential to generate revenue as an add-on for clients that don't use Beeline Managed Services."

SmartView contains a large set of pre-built analyses, enabling users to view and analyze their data without having to write queries or build tables. Some examples of these analyses include:

- **Program analysis** - provides an overall understanding of headcount, demographics, and all program activity.
- **Spend analysis** - provides visibility to overall distribution of program spend enabling users to drill down and analyze the spend as well as identify new cost savings opportunities.
- **Compliance analysis** - provides visibility to key information such as tenure, rate compliance, and cycle times enabling organizations to manage risk and any associated service level agreements.
- **Vendor analysis** - provides a comprehensive vendor analysis scorecard ranking vendors against each other.

- **Rate intelligence metrics** - analyzes bill rates between suppliers, job titles, average bill rates, ranges, how it compares to standard rate cards.
- **Risk mitigation** - analyzes tenure, how tenure affects rates, early terminations, why contractors aren't working out, which suppliers they are coming from, and trends as to why.

Interactive

Beeline's Managed Services group provides Quarterly Business Reviews (QBRs) of its customer programs to customer sponsors and executives. These QBRs are an opportunity for customers to assess the health of their programs and determine necessary improvements. Before Spotfire Analytics, the Managed Services teams would assemble slide decks with static report outputs to present to the customer. These reports could take five to six weeks to pull together because of the many different data sources. Inevitably, a customer would ask a question that could not be answered from the slide deck and the moment would be lost as Beeline's Managed Services team would have to say, "we'll have to check on that and get back to you."

Currently Beeline's Managed Services teams have started to use SmartView to present the QBRs. Rather than weeks, it takes about a day to create the presentation and now questions can be answered on the spot. In addition, bottlenecks and inconsistencies in data have been identified through the use of SmartView, increasing MSPs' credibility and helping them to tell a more meaningful story.

"SmartView has positively impacted Beeline's ability to have Quarterly Business Reviews with our clients that are interactive and collaborative," says Sean P. Seifried, Beeline Managed Services, Regional Manager. "Trends can be investigated and client questions are addressed on the fly; gaining customer confidence in the service we deliver. We are also able to identify challenges and opportunities through real time analysis with key client stakeholders. This provides an

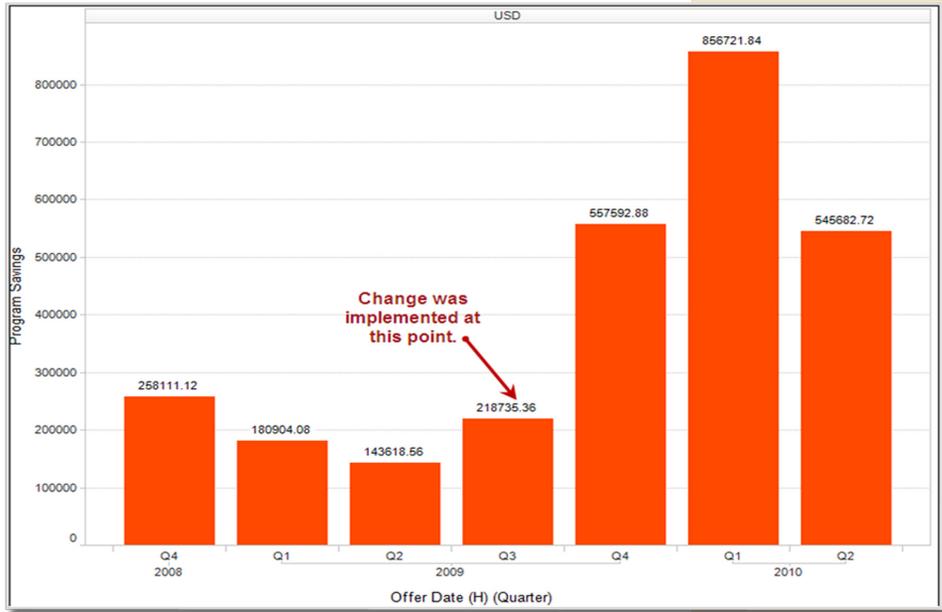
Once the customer agreed to the change, Beeline removed a supplier's ability to view suggested rates. The impact was immediate and significant as revealed in the SmartView visualization shown below. Program savings, which had previously trended between \$140,000 and \$250,000 quarterly doubled the first quarter the change was implemented. Trending monitored through SmartView continues to show significant savings, topping at a little over \$850,000 Q1 2010.

RESULTS

Spotfire Analytics and SmartView enable Beeline and its customers to identify trends, spot outliers, manage risk, detect new savings opportunities and understand spend in a way they never could with static reporting tools. The result is improved operational efficiency across the enterprise. Created as a "value add" to Beeline's software and services, SmartView has provided an additional revenue stream for the company.

Beeline continues to find other opportunities to use Spotfire Analytics internally as an integral part of its strategic business intelligence initiative. "It's a real paradigm shift,"

says Beeline's Matula. "Our partnership with Spotfire has helped our company meet its business goal to distinguish itself in the industry by taking a leadership role in business intelligence."



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TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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