NLOGIC CASE STUDY

ConexAPI's automation & visualization win over CFL



nlogic

TELL US A BIT ABOUT YOUR COMPANY AND ITS CHALLENGES.

The Canadian Football League, founded in 1958, is an iconic symbol for Canadians. We host one of Canada's largest annual sporting events, the Grey Cup, and manage 9 member clubs (teams) across Canada. Similar to many brands in the digital era, we are facing a number of challenges including how to engage a younger demographic audience that has a shorter attention span than ever before.

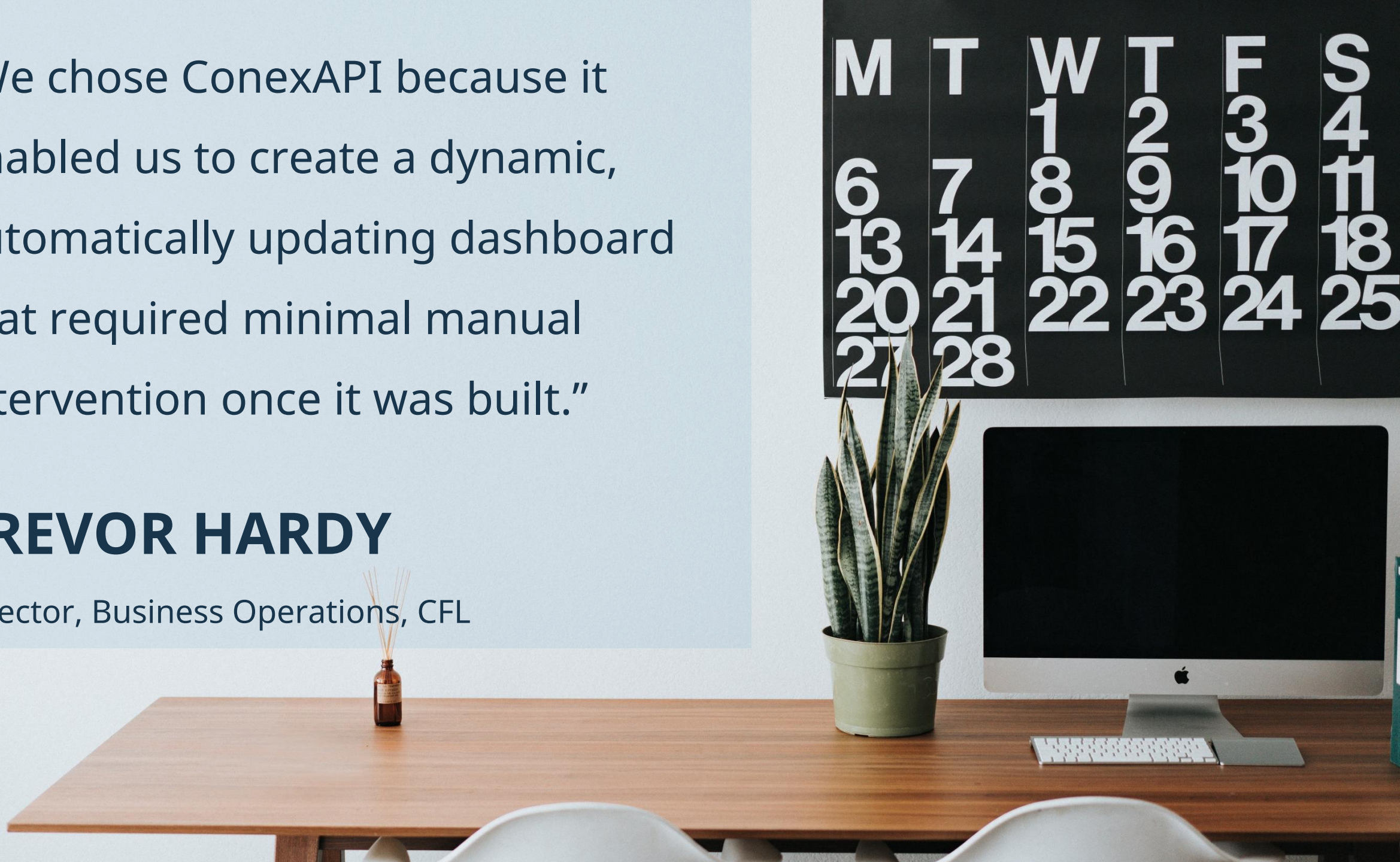
WHAT WERE THE CHALLENGES WITH YOUR PREVIOUS TOOLS?

While we were satisfied with the service, the tool itself proved to be too inefficient for the analysis we wanted to share with our members on a weekly basis. While using this tool provided accurate results, it required too much time and management on a weekly basis.

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TREVOR HARDY

Director, Business Operations, CFL





WHAT ARE YOU LOOKING TO ACHIEVE?

As it relates to television, we are trying to understand who watches our games, how long they watch, and when they watch. We also need to dig deeper into this younger demographic to better understand their tuning habits. Overall, this information will help us fine tune our scheduling decisions, in which we attempt to balance our broadcast interests with our more local, team-specific interests.

WHY DID YOU CHOOSE CONEXAPI?

We chose ConexAPI because it enabled us to create a dynamic, automatically updating dashboard that required minimal manual intervention once it was built. We also considered InfoSys for its deep research analysis capabilities, but the visualization and time saving potential with ConexAPI had us sold.





We now spend less time on legwork, and more time on analysis and action.

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DID YOU HAVE ANY CONCERNS? HOW DID NLOGIC ADDRESS THEM?

Our only concern was that ConexAPI didn't have the capabilities to achieve the depth of analysis of either our previous tool or InfoSys+TV. We recognized this limitation at the outset, and NLogic has been open to receiving our feedback on these matters. Further, the development team at NLogic has worked with our IT group to customize certain queries.

HOW'S IT GOING SO FAR?

We have strong internal adoption which is great. Our weekly dashboards are so much quicker to produce that we now spend less time on legwork, and more time on analysis and action.

INTERESTED IN LEARNING MORE?

Contact us for information.