

How OVHcloud drives its hyperscale
cloud offer with reliable quality data

Overview

Problem

Solution

Results

OVHcloud is a global cloud provider that specializes in delivering industry-leading performance and cost-effective solutions to better manage, secure, and scale data.

With over a million customers and 20+ year heritage, the company manages 32 data centers on four continents and hosts 300,000 servers. It is considered as one of the largest cloud computing providers in the world offering localized services such as customer service offices in many European countries, as well as in North America, Africa, and Singapore.



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Because data is their business, it is essential for their web analytics provider to be reliable and able to meet the scale of their business. OVHcloud therefore needs to be able to easily activate their web data to optimize performance and conversions. To succeed in their highly-competitive, high growth sector, it is important that OVHcloud can create highly dynamic digital strategies.

The need for flawless-quality actionable data

Operating 25+ sites across the globe that serve as their main customer acquisition channel, OVHcloud needs flawless data, with no downtime, and tools to drive and accelerate business goals. Access to data has to be democratized across departments to ensure that all decision making is data-driven. From sales teams, to product development, marketing and user experience, employees across the organization need to have the very latest information so they can react quickly. They also need to be confident that their strategic choices are based on datasets that are as exhaustive and reliable as possible over the long term.



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OVHcloud selected Piano Analytics as their web analytics provider in 2015 to tackle a range of challenges surrounding the optimal usage of data to streamline the customer journey. These include helping them optimize new product launches and carrying out continuous improvement of their user experience to boost acquisition and conversions on their website.

Piano Analytics enables OVHcloud to run as a tight data-driven business operation in several ways.

Driving internal processes with expert accompaniment

With customer data at the heart of all their operations, OVHcloud’s international teams need to be sure that it is reliable and trustworthy. Business teams across the organization count on the data on a constant basis, so they need to be confident that their decisions are founded on concrete information.

Piano’s customer support team provides access to experts to ensure OVHcloud is working at peak performance. By working closely with **Piano’s strategic services**, they can ensure that all their site tagging is in place, customized for their precise needs and continually kept up to date.

Boosting team agility with reliable data

Piano Analytics’ automated Watcher alerts provide teams with constant updates of the quality of their data. By reporting any issues such as the presence of bots, tagging errors or lack of tagging and error pages, they can ensure they are working with a clean, accurate and complete picture of their site visitors.

Acting as a first line of defense against any upcoming issues, the instant alerts allow the data teams to continually monitor all site activity and perform deep dives if necessary to understand any potential site problems.

Optimizing the customer journey

Piano Analytics’ data navigation feature allows OVHcloud to perform ongoing optimization of their user journey to remove pain points and improve overall customer satisfaction and ultimately, successful business growth.

SOLUTION 1

Driving internal processes with expert accompaniment

SOLUTION 2

Boosting team agility with reliable data

SOLUTION 3

Optimizing the customer journey

SOLUTION 4

Enhancing strategy with a 360° vision

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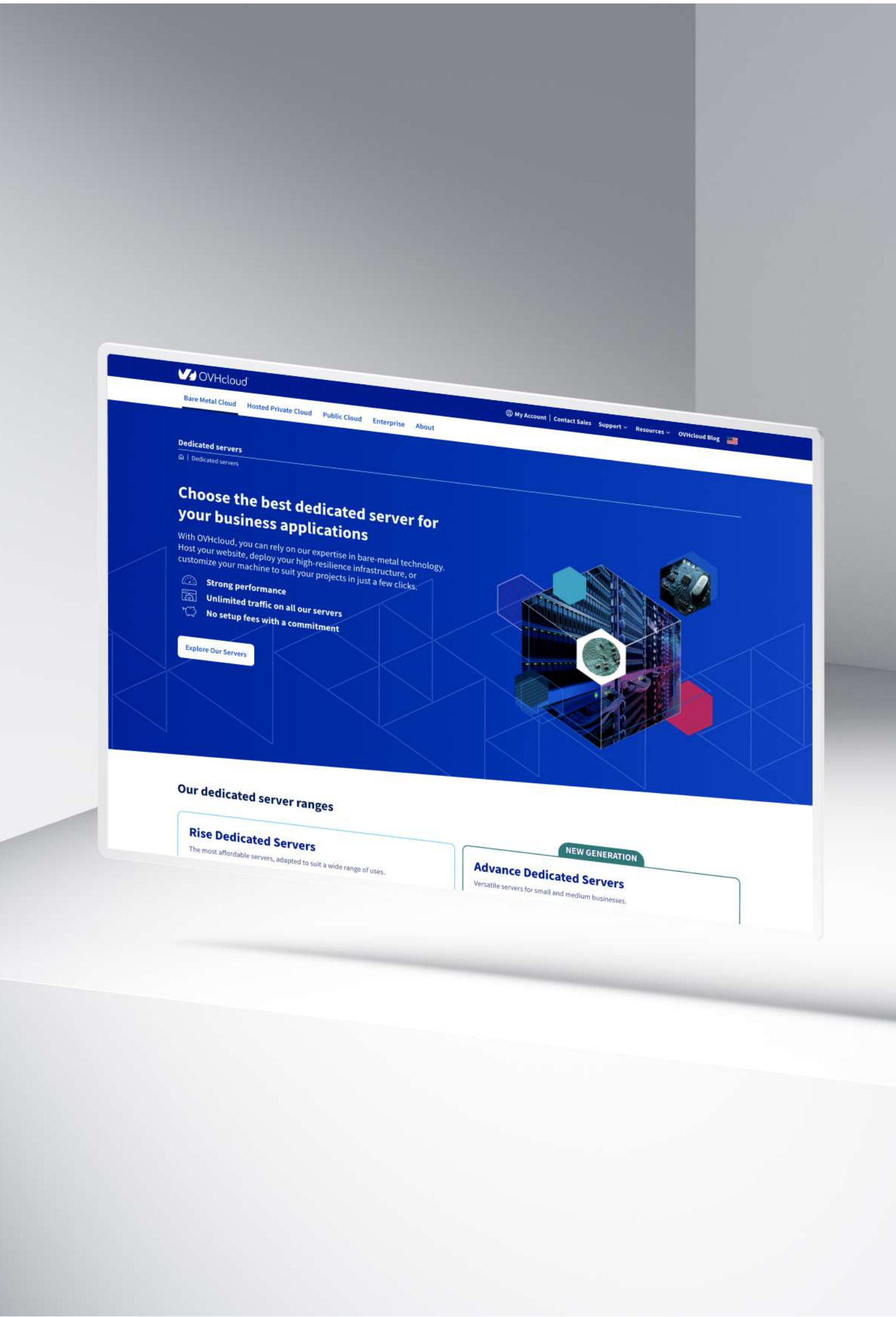
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By using funnel dashboards, the team can also analyze specific customer journeys in detail, and deep dive each step to better understand areas of opportunity. OVHcloud can easily implement Piano features to push customers to convert such as help messages, product guides and recommend products.

Enhancing strategy with a 360° vision

By using Piano Analytics dashboards across multiple departments, OVHcloud can keep close tabs on its strategy, both in terms of activity and budget allocation. They allow teams to have a complete understanding of traffic sources for all their marketing campaigns and closely monitor if their approach is working.



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OVHcloud has been a satisfied Piano Analytics customer for over 7 years. With the accompaniment of Piano’s Strategic Services, OVHcloud teams are well trained and fully equipped and supported to run an efficient data-driven operation.

Teams company-wide rely on Piano Analytics dashboards to drive decision making. Over 50 users access and activate the data across product, traffic, sales, marketing, content and User Experience/Interface functions.

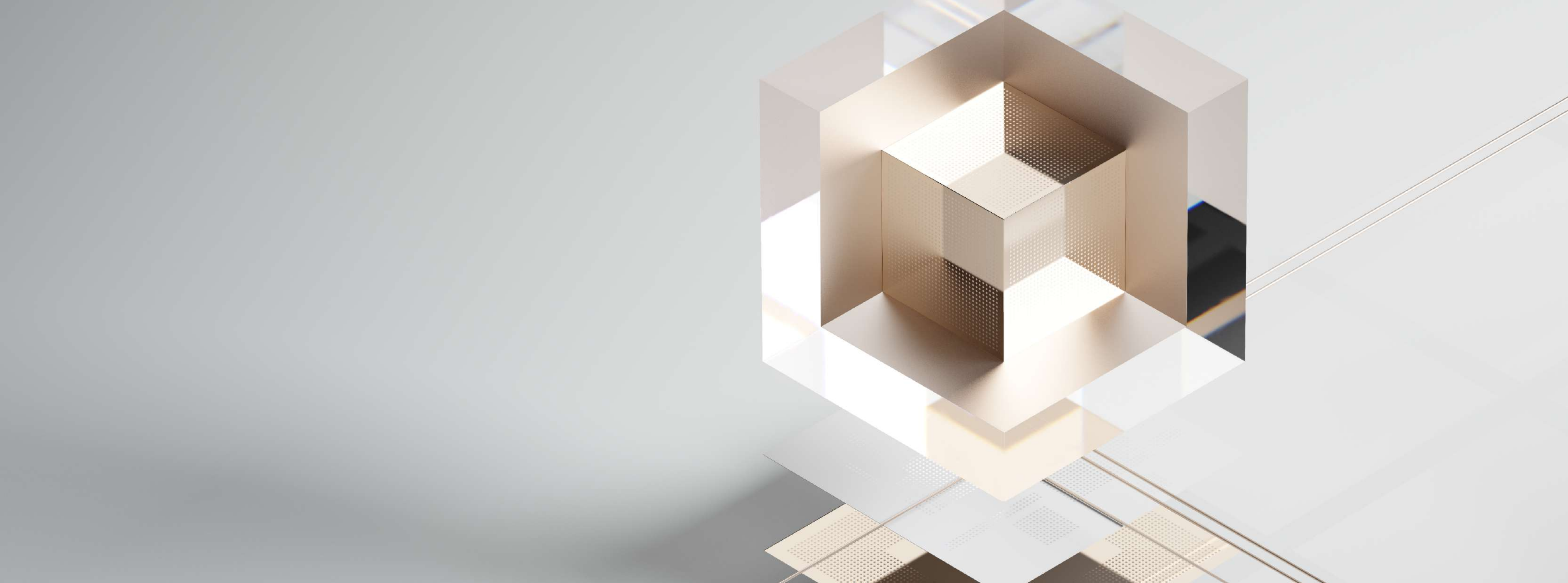
Piano Analytics enables them to place data at the center of their organization

Piano enables OVHcloud to be truly data driven and rely on solid data for all product processes, project implementation and business decisions. High-quality data is vital from the start to the very end of their internal processes: upstream, the data needs to be 100% dependable so they feel confident to use it—and downstream it adds huge value by showing the impact and results of their actions.

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Piano Analytics strategic services is incredibly responsive and has added huge value to OVHcloud’s solution. Their expert guidance and training for our migration, tagging plans and product roadmap has been invaluable—not to mention that they welcome our feedback.”

Aurélien Bouchard
Head of Data Marketing, OVHcloud



ABOUT PIANO

Piano empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement and drive personalization at scale from a single platform. Headquartered in Philadelphia with offices across the Americas, Europe and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals and more.

Request a [demo](#) to find out more about how you can transform the understanding of your audience with Piano's actionable data.