

Uniting Customer Success and Product with Data

CASE STUDY : NURSEGRID

The Company

Industry

Healthcare

Team

Engineering/Product

Location

Portland, OR, USA

Data Sources & Tools

MongoDB, Intercom, Jira, MySQL, MixPanel, Chartio

Founded by nurses and physician technology entrepreneurs, NurseGrid's goal is to unite the largest workforce in healthcare with cutting edge staffing and resource technology. NurseGrid creates tools for communication and collaboration for nurses, who need help with workflows to boost engagement, productivity, and save on costs. Over half a million nurses at healthcare facilities across the country use NurseGrid's mobile app to manage time-consuming administrative tasks.

The Challenge

NurseGrid's engineering team works with six front-ends that all interact with a giant API on the backend serving all of the company's needs. The Engineering team spends time between developing features that originate from customer-driven requests, implementations, and integrations on the one hand, and new feature development and innovation within the NurseGrid app for new projects with strategic partners.

In its early days, NurseGrid used a free BI tool and a clone of the database that basically served as a mini-reporting platform. It soon became apparent to Lorenzo Ciacci, CTO at NurseGrid, that the company's needs for data management outpaced the simple solution the company used in its early days. Ciacci started talking with customers and about what type of data NurseGrid's customers and partners wanted to access and began looking for a solution that would enable him quickly to collect and combine all the disparate data from the product in one place and easily share it with customers and partners.

The Solution

NurseGrid was using both relational and non-relational databases, which made it difficult for reporting purposes in most cases. With Panoply's all-in-one data management solution, Ciacci was able to get both data sets aggregated and normalized into an environment that would quickly transform the data and easily share it with customers. In addition, NurseGrid's customer success and implementation teams could raise product and engineering concerns more effectively. Combined with Chartio, NurseGrid's data visualization tool, Panoply brought data together for NurseGrid's self-serve needs.

“With Chartio and Panoply, we can make data available to those who have a need when they need it. In this world, data can be self-served where anyone can make visualizations on the fly.” - Lorenzo Ciacci, CTO, NurseGrid

MongoDB-based data was joined with MySQL repositories, then combined with customer data in sources such as Jira and Intercom, to paint a 360-degree picture of NurseGrid's customer and platform health. NurseGrid was able to join production and customer health data together and visualize insights in Chartio.

“In past roles, we've considered tools such as Looker and Stitch Data, but honestly, Panoply had all the connectors we needed so our search ended quickly when it came to data aggregation and management.” - Lorenzo Ciacci, CTO, NurseGrid

The Results

Panoply provided a built-in ETL solution that was manageable, flexible and very straightforward with little help from engineering. This was a primary driver in NurseGrid choosing Panoply over the competition. Panoply helps NurseGrid in navigating the business through the pitfalls of growth, stability, and security—all while trying to simplify things. But not just the Engineering team has benefited from Panoply. The Customer Success and Sales teams use Panoply to discover data insights to understand adoption, in order to potentially stoke up more sessions to do training, or re-evangelize the product.

“We also sought a way to bring all our services together so that we had all our suite of services that powered our business. We understand that not all solutions are click & play—but Panoply seems to tick all those boxes.” - Lorenzo Ciacci, CTO, NurseGrid



Panoply is the only all-in-one data platform built for business users, that automates all three key aspects of the data stack: data ingestion, data management, and query performance optimization.

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