

## Real-Time KPI Visibility with AWS-Powered AI Intelligence

### Client Overview

- **Industry:** B2B Facilities Management
- **Revenue:** \$32 million
- **Employees:** ~200
- **Operations:** Multi-State (U.S.)
- **Primary Goal:** Accelerate strategic decision-making through a unified, AI-powered performance intelligence system.

### Executive Challenge

The client, a mid-sized facilities management firm, grappled with disconnected reporting processes, reactive forecasting, and sluggish decision cycles:

- **Data Silos Across Departments:** Fragmented spreadsheets and misaligned KPIs in Marketing, Sales, and Operations created strategic blind spots.
- **Lagging, Manual Reporting:** Monthly reports caused a 30+ day lag between performance and insights.
- **Low Executive Confidence:** Leadership lacked faith in performance metrics and ROI tracking, often questioning the validity of reports.
- **No Forward-Looking Visibility:** Without predictive dashboards, the C-suite couldn't proactively manage risk or identify growth levers.

### Solution: AWS-Native AI KPI Intelligence Framework

LJA New Media architected a fully cloud-native, AI-enhanced KPI ecosystem, leveraging Amazon Web Services (AWS) to deliver real-time, predictive visibility across the client's operations. From raw data to boardroom-ready insights, the system enables faster decisions, higher confidence, and measurable growth.

## Project Highlights

### 1. Strategic KPI Framework Design

We began with stakeholder alignment sessions across all major functions:

- **Sales:** Pipeline velocity, forecast accuracy, deal cycle time.
- **Marketing:** Campaign ROI, cost-per-lead, MQL-to-SQL conversion.
- **Operations:** SLA adherence, response times, cost-per-contract.

**We implemented a tiered KPI model:**

- **Tier 1:** Executive Summary Dashboard (5 cross-functional KPIs)
- **Tier 2:** Departmental Insights (custom for Sales, Marketing, Ops)
- **Tier 3:** Real-Time Operational Views (team-level metrics for supervisors)

### 2. Data Integration & Automation on AWS

We consolidated data from Salesforce, HubSpot, QuickBooks, Monday.com, and Google Ads via AWS Glue and Amazon AppFlow.

- **Data Modeling:** Used Amazon Redshift and dbt for unified schema modeling.
- **ETL/ELT Pipelines:** Automated with AWS Step Functions and AWS Lambda for orchestration.
- **AI Services:**
  - Amazon Forecast for sales prediction and churn modeling.
  - Amazon Lookout for Metrics to detect real-time anomalies in lead volume, campaign spend, and SLA breaches.

### 3. Interactive Dashboard Delivery via Amazon QuickSight

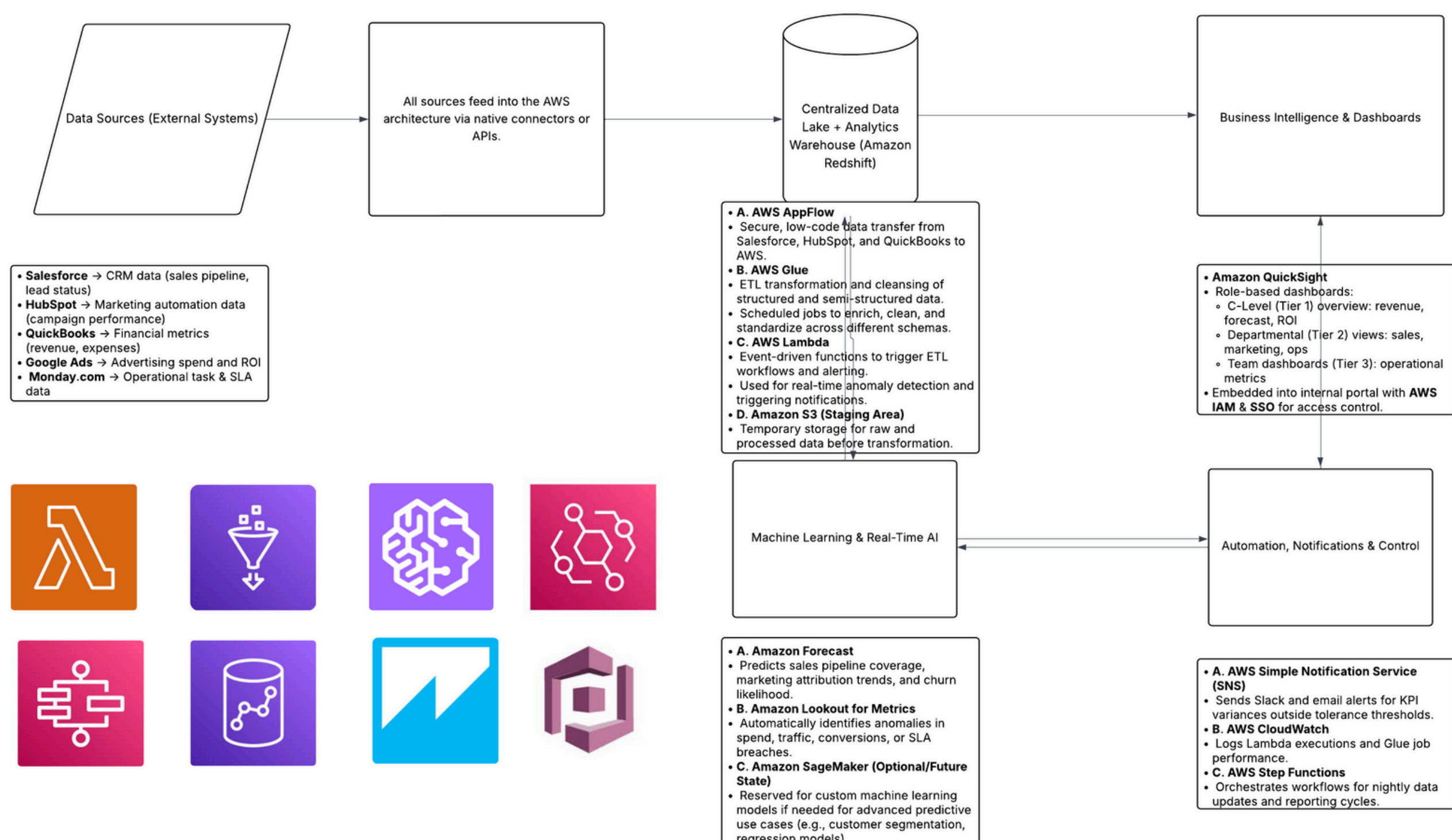
We delivered embedded, branded dashboards using Amazon QuickSight, seamlessly integrated with the client's internal portal:

- **Role-Based Access:** Executives see topline summaries, managers get drilldowns.
- **Smart Notifications:** AWS SNS integrated with Slack and email for KPI deviation alerts.
- **Self-Service Capability:** Managers can explore trends without needing technical assistance.

## Outcomes Delivered (In 8 Weeks)

Metric	Before	After	Change
Executive Reporting Lag	30 Days	Real-Time	↓ 100%
Forecast Accuracy (60-Day Outlook)	64%	90%	↑ 41%
Marketing ROI Attribution	Inaccessible	Real-Time Tracked	—
Decision Cycle Time	3–4 Weeks	3–5 Days	↓ ~75%
Revenue per Sales Rep	\$92K/month	\$118K/month	↑ 28%

## Architecture Diagram - AWS-Driven Real-Time KPI Dashboard Platform



## Strategic Lessons

### 1. Alignment Starts with One Truth

Establishing a shared KPI architecture was foundational. By unifying definitions across departments, we eliminated ambiguity and built trust in the data.

### 2. Predictive > Reactive

AWS AI services gave leaders early visibility into pipeline risks, SLA violations, and budget overruns—empowering proactive responses.

### 3. Scale Intelligence, Not Spreadsheets

What began as a dashboard evolved into an intelligent performance system embedded into weekly exec meetings, QBRs, and daily standups.

## Why LJA New Media & AWS?

Advantage	Description
<b>AWS-Native Architecture</b>	Scalable, secure, and fully cloud-based—zero disruption to client IT
<b>AI-Enhanced Analytics</b>	Forecasting, anomaly detection, and dynamic alerting via AWS ML
<b>Executive-Centric Design</b>	KPI systems mapped directly to strategic business goals.
<b>MVP to Impact in &lt;60 Days</b>	Piloted in 3 weeks, full rollout in under 60—our agile model delivers

## Why It Matters

In today's volatile business environment, mid-market companies can no longer afford to make decisions based on outdated reports or siloed spreadsheets. Growth depends on speed, precision, and foresight—and that requires real-time visibility into the metrics that matter most.

This case study demonstrates how a mid-sized services firm transformed its executive decision-making by replacing manual, reactive reporting with an intelligent, AWS-native KPI system. By unifying operational, sales, and marketing data into a single source of truth—and layering in predictive AI—the company shifted from instinct-led management to data-driven leadership.

The results speak for themselves: faster decisions, increased forecast accuracy, and a 28% lift in revenue per sales rep. This isn't just a technical success; it's a business breakthrough. It proves that with the right architecture and strategic alignment, even mid-market organizations can harness enterprise-grade AI and analytics to operate smarter, move faster, and scale more profitably.

For LJA New Media, this case reinforces a core belief: ***data clarity isn't a luxury—it's a competitive edge.*** And with AWS as the foundation, that edge becomes scalable, secure, and real-time.