

CASE STUDY

Websense Choose PivotPoint Webpart for Marketing Dashboards



When online security experts **Websense Inc.** needed to create specialist dashboard views of their SharePoint List data **Pentalogic PivotPoint** offered functionality unavailable elsewhere.

Websense is a world leader in online security. In the time it takes you to read this Websense will have:

- Scanned more than 2 million websites for malicious code.
- Caught 199,000 spam emails
- Detected 46 legitimate websites that have been compromised with malicious code.
- Caught 14,000 spam emails that contain a link to a malicious website.
- Scanned nearly 500,000 emails for unwanted content and malicious code.

Headquartered in San Diego, Websense has around 1400 SharePoint users across the company; currently on MOSS 2007 and they expect to upgrade to 2010 later in the year.

Americas Marketing Activity - Activity Budget By Region					Regions				
Activity Budget By Region		Canada	LatAm	USA	TOTAL				
Activity Types	Channel Marketing	XXX	XXX	XXX	XXX				
	Field Marketing	XXX	XXX	XXX	XXX				
	TOTAL	XXX	XXX	XXX	XXX				

Americas Marketing Activity - Campaigns By Region					Regions				
Campaigns By Region		Canada	LatAm	USA	TOTAL				
Campaign Types	Asset Syndication	XXX	XXX	XXX	XXX				
	Banner Ad	XXX	XXX	XXX	XXX				
	Direct Mail	XXX	XXX	XXX	XXX				
	Email	XXX	XXX	XXX	XXX				
	Event	XXX	XXX	XXX	XXX				
	IHM	XXX	XXX	XXX	XXX				
	Online Ad	XXX	XXX	XXX	XXX				
	Other	XXX	XXX	XXX	XXX				
	Press	XXX	XXX	XXX	XXX				
	Print Ad	XXX	XXX	XXX	XXX				
	Promotion	XXX	XXX	XXX	XXX				
	Research	XXX	XXX	XXX	XXX				
	Seminar	XXX	XXX	XXX	XXX				
	Telemarketing	XXX	XXX	XXX	XXX				
	Tradeshaw	XXX	XXX	XXX	XXX				
Training	XXX	XXX	XXX	XXX					
Webcast	XXX	XXX	XXX	XXX					
TOTAL	XXX	XXX	XXX	XXX					

Americas Marketing Activity - Budgeted Amount By Region					Regions				
Budgeted Amount By Region		Canada	LatAm	USA	TOTAL				
Asset Types	Asset Syndication	XXX	XXX	XXX	XXX				
	Banner Ad	XXX	XXX	XXX	XXX				
	Direct Mail	XXX	XXX	XXX	XXX				
	Email	XXX	XXX	XXX	XXX				
	Event	XXX	XXX	XXX	XXX				

Americas Marketing Activity - Audience By Region					Regions				
Audience By Region		Canada	LatAm	USA	TOTAL				
Audience Types	Enterprise	XXX	XXX	XXX	XXX				
	Federal	XXX	XXX	XXX	XXX				
	MidMarket	XXX	XXX	XXX	XXX				

Americas Marketing Activity - Product Focus By Region					Regions				
Product Focus By Region		Canada	LatAm	USA	TOTAL				
Product Focus	Data Security	XXX	XXX	XXX	XXX				
	Email Security	XXX	XXX	XXX	XXX				
	Hosted Security	XXX	XXX	XXX	XXX				
	Other	XXX	XXX	XXX	XXX				

Intranet Program Manager Robin Bolton manages the front-end of the Global intranet for Websense from San Diego. His role includes site and workflow creation and maintenance, training, mentoring users, as well as developing ASP .Net applications that talk to the back-end using web services. "In a former life in 2005, I installed and ran the whole SharePoint® system for another company with the help of Ratio One in the UK," says Robin "so I guess I'm pretty clued in on the basics."

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Websense uses SharePoint as a document repository for most departments. "But several sections have custom "homebrew" approval processes" explains Robin "and we do a lot of dashboarding, which is where PivotPoint comes in."

“ *Nothing that we had already could give them the pivot view they needed.*

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The Marketing Operations team at Websense HQ in San Diego had replaced their Excel® spreadsheets with customized SharePoint Lists and had some very specific dashboarding requirements: "Nothing that we had already could give us the pivot view they needed. We have long been a SharePoint Planner customer too and I knew Pentalogic could turn things round quickly if it came to

the crunch so that was why I chose to go with PivotPoint."

"The dashboard we set up for the Marketing Team has 7 instances of PivotPoint on one page to enable a sliced and diced view of the North American marketing spend vs budget. Each PivotPoint webpart is filtered both on financial quarter and on field v channel marketing activity using standard SharePoint 2007 filters."

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"The trial of PivotPoint went well for the Marketing team and one Marketing Director stated it was the coolest thing

she had ever seen, (hopefully that is an exaggeration on her part!)."

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Following the successful trial of PivotPoint for the San Diego marketing team Websense has now also deployed PivotPoint in other areas of the business. "We also use PivotPoint for process overviews, so we can see how many jobs are at a given stage of the process by dept or user etc."

"PivotPoint allows organizations to move Excel data into SharePoint lists whilst retaining the ability to quickly and easily extract meaningful business intelligence from it," explains Pentalogic CTO and founder Ryan Wheeler "and we hope that this is exactly what it has delivered for Websense."

[Discover the Dashboarding potential of Pentalogic PivotPoint for SharePoint and start your 30 day free trial today.](#)