

# Web app operator Plan.One monetizes its platform

PLAN.

Plan.One operates a Web application that enables manufacturers of building components to present their products. Architects and planners use it to find elements for their construction projects. Plan.One wanted to add functionalities, including the ability to monetize it by offering manufacturers insights into the platform's product portfolio. Plan.One needed an experienced partner to help create in-depth analyses for clients (manufacturers), enabling them to monitor the portfolio and make data-driven decisions. The previously defined tech stack included MongoDB, Neo4j DB, Postgres DB, Linux VMs and Tableau Server, most of which were hosted on AWS.

A central element of the intended value-added service of offering insights into the performance of products presented in the Web app, was a set of dashboards as an integrated part of its platform for manufacturers. By adding usage metrics analysis, these dashboards should support and accelerate market research and even product development. To enable a scalable deployment, the dashboards had to support the parallel usage by different manufacturers, operating within the constraints of the analytics package purchased.

The following key parameters were defined:

- 10 diverse & interactive dashboards
- Deep integration in hosting Web app
- Strong support of multilingualism

"With Feld M we have been able to expand the services for our manufacturers within a very short time. A great team – working together was a lot of fun! We have already received a lot of positive feedback from our clients about the new dashboard."

DR. JENS TEPE  
Head of Analytics



## Cutting-edge dashboarding beyond native functionality

FELD M provided a Tableau-based tech demo of multiple analyses as well as detailed concepts on how to enable multilingual support, how to achieve the integration with interactive embedding in Plan.One's Web app and how a flexible row level security (RLS) approach could ensure that dashboard users can access only those analyses included in their respective analytics package. FELD M also used recent Tableau extensions and advanced SQL operations to create workarounds to provide the necessary functionality not natively supported by Tableau.

Within three months, Plan.One released the first dashboards as part of the Web app. In total, FELD M developed 10 different dashboards in an agile project setup. Later, the types of analytics packages were restructured, which was still supported by the flexible concepts and structures initially developed. Plan.One was able to start monetizing the dashboards as part of its service offering (<https://en.plan.one/services/suppliers/>).