

Business intelligence leads to insights on customer buying trends



Industry

Manufacturing

Overview

The manufacturing industry has seen significant revolution in the past several decades. Global exposure has increased the competition levels than ever before. The five essentials key elements of the manufacturing industry viz. the Products, pricing, process, quality and features drive the market while consumers have matured and are willing to purchase products from competitors in case that they can get favorable pricing or a better product.

Leading adhesive manufacturing company adopts BI to better product offering



Client

Client is a global manufacturer of adhesive based products. Client develops most of their products in-house with the help of a very strong, research-driven innovation team to satisfy the daily needs of their customers.

Business needs

- The need to integrate data from multiple business applications or data sources
- Lack of visibility into the company's operations, finances, and other areas
- The need to access relevant business data quickly and efficiently

Challenges

- Multi geography access
- Data collation from Orion ERP and SAP Business one database on daily basis
- Dependence on IT teams to provide report logic
- Reports lacked visual appeal when presenting before top management

Datamatics' Solution

Datamatics team of experts analyzed the current solution and suggested nSights solution to the client:

- Built procedures and scheduled triggers to connect with Oracle database and get the data
- Built centralized data warehouse on SQL

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 3 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

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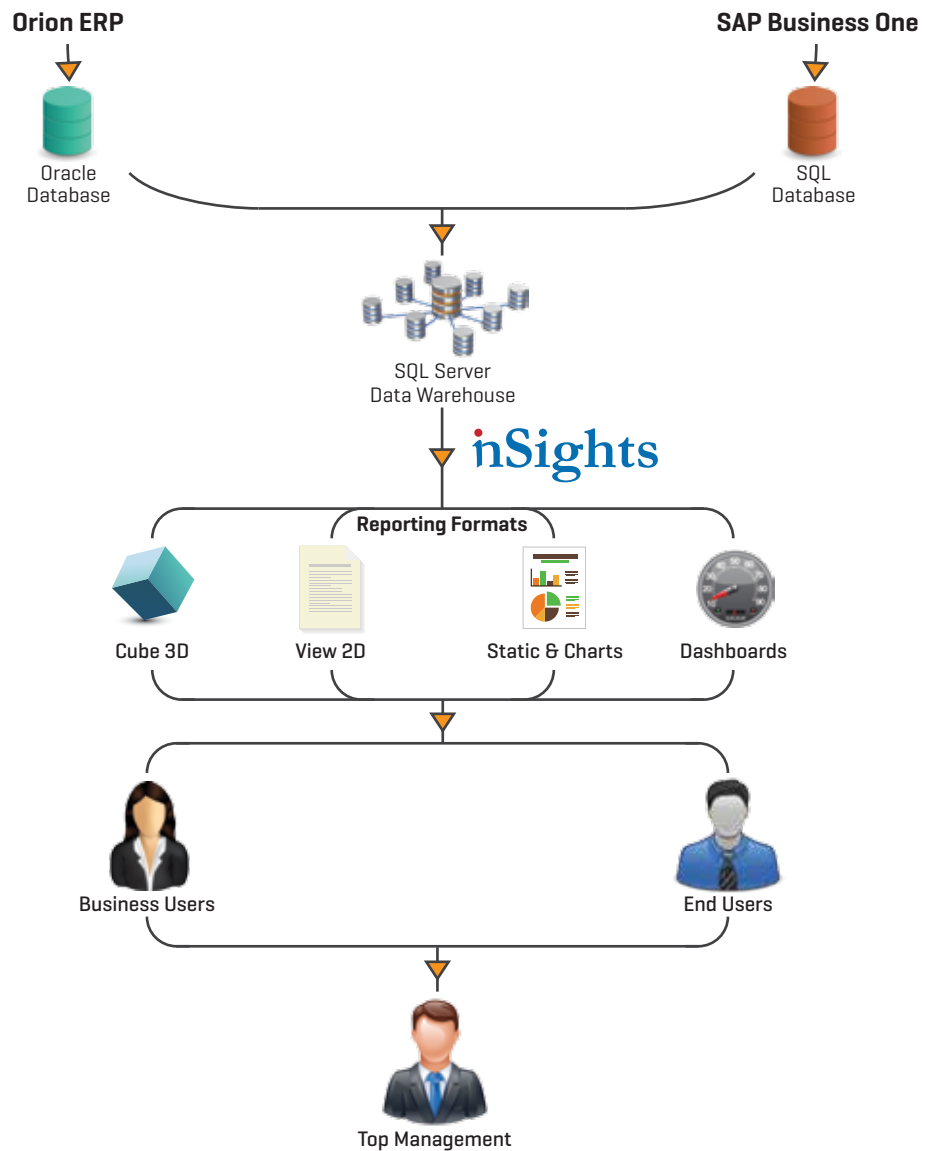
Approach

- Designed data repositories from SAP Business one and Orion ERP database
- Designed and developed data marts for various geographies and departments
- Designed close to 170 reports pre-built into the system to assist with quicker ROI and lower TCO

Benefits

- Multiple Informative Reporting options for Strategy framing
- Drill down & Drill through from summary to transaction
- Ease of inventory maintenance
- Data converted in decisions with nSights giving a single view of Enterprise data coming from two different systems
- More than 170 dynamic reports developed using nSights with increased productivity
- Increased productivity led to customer trend analysis and customer insights which led to the discovery of new avenues for product expansions

Process



Result

Client is now able to take decisions based on global data while using projections on daily basis.