Enhancing data transparency to achieve superior business reporting

DATAMATICS®
Data to Intelligence

Industry

Manufacturing

Overview

The tyre industry has witnessed major manufacturers introducing robust and safer tyres. The current market is ardently bent on embracing the latest technology as a long-term strategy. A powerful and proactive adoption of technological best practices can go a long way in deriving competitive advantage while ensuring sustainable business growth.

Prominent tyre giant embraces BI for single version of truth and data transparency
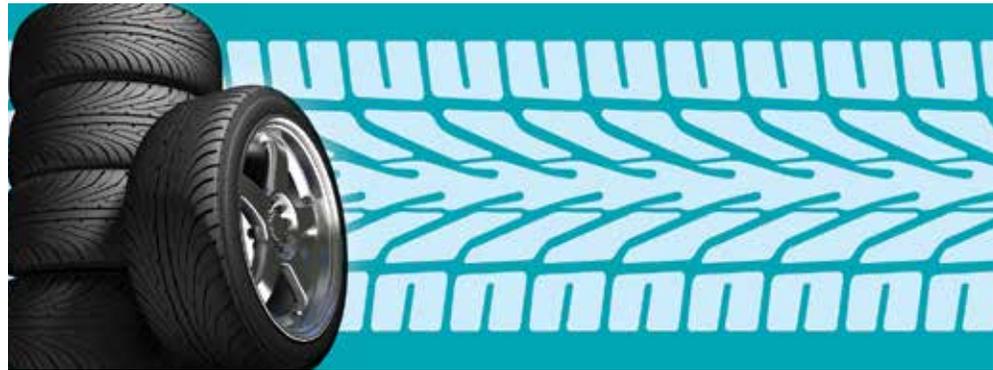
Client

Client is a leading manufacturer of automobile tyres in India, and one of the most recognized brands in the country. Client also exports a range of tyres to over 130 other countries. They have a wide distribution network of over 3500 dealers, 37 regional offices and more than 136 C&F agents.

Business needs

The client was in need of a partner to streamline their reporting processes based on the following requirements:

- Interactive Dashboards to assist with data based decision making
- Anywhere Anytime access to their most important business data through web
- To slice and dice the data cubes for detail analysis
- To empower their business users to build their own reports and analyze the data for trend finding

Challenges

- Managers, Business users and other Key personnel were looking for a central repository for their MIS requirements

- Quick data referencing was not possible for territory managers for meeting with dealers
- Adhering to continuous report requests from business users was becoming a challenge
- Generated SAP reports were not comprehensive and lacked analytical capabilities

Datamatics' Solution

Datamatics Business Intelligence solution, nSights was chosen to help the client to improve real-time dashboards and solve problems as they occur

- Clients reporting system was standardized with features like enterprise monitoring, reporting, and interactive analysis
- Facilitated information sharing among production and supervisory staff so they could better monitor production in the appropriate contexts
- Client's data was integrated and streamlined with automated data validations, business logic to combine multiple and aggregate data sources and points into a singular data-mart
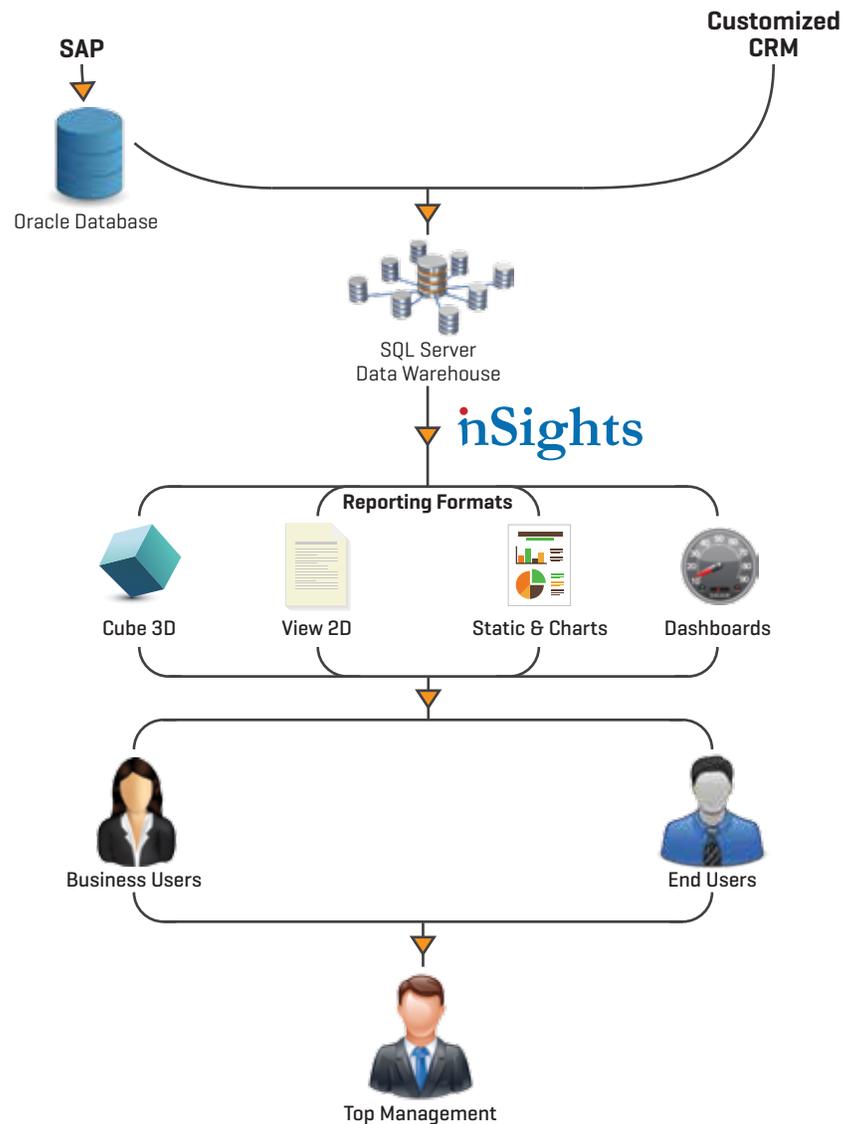
Approach

Datamatics team recognized the key challenges and bridged the gaps in the existing systems:

- Developed reports for select departments at a time with zero tolerance for quality issues
- The implementation process was completed using the agile methodology and requirements were collected from different departments by the team of BI consultants and project managers from Datamatics
- SAP data was pulled using Microsoft BizTalk and SQL Server's SSIS while reports were designed on nSights

Benefits

- Client was able to speed up the ad hoc analysis of reports
- Users were now able to unlock information hidden inside data with the implementation of centralized BI tools
- Client can now identify the performing and non-performing products and market segments / producers to take corrective actions
- Real-time reports for departments like Production, Finance, Sales & Distribution and Marketing were now available real time

Process

SAP

Customized CRM

Oracle Database

SQL Server
Data Warehouse

nSights

Reporting Formats

Cube 3D View 2D Static & Charts Dashboards

Business Users End Users

Top Management

Result

Client's efficiencies increased through standardizing their enterprise monitoring, reporting, and analysis. Management can now have multi-dimensional reports with graphical interface and visually appealing charts to make data-driven decisions.