

Industry
Manufacturing

Location
North Olmsted, OH

Revenue
Privately owned

Function
Sales and Distribution

Challenges

- Sales representatives did not have easy access to insights when they visited wholesalers
- They required a single page dashboard that would give them a quick snapshot of wholesaler performance-with insights on Claims, Customer Accommodations and Returns, Customer Incentive Program, Job work, etc.,
- Data resided in multiples sources

Technology

- SAP BW
- SAP BO Design Studio

- Developed a Wholesaler Analytics Solution that delivered Market Insights, Wholesaler Performance & Manufacturer performance. The solution delivered timely insights to Sales representatives and helped them explore cross-sell and up-sell opportunities.
- Leveraged Visual BI Extensions to deliver multi-level drilldown capabilities and alert-driven visualizations; Utilized components such as Tag Cloud, Advanced Gauge, Circular Counter and a variety of Charts
- Integrated Export to PDF / Excel / PPT features using VBX to help representatives print & share reports with wholesalers

