

BI [Business Intelligence] Consulting and Development

Multinational Data Consolidation and Reporting Success, Nets Lower Operating Costs, Increased Margins and Boosts Operating Efficiencies.



Executive Summary

Our client is a market leader with multinational distribution in the tyre (tire) industry. With 2500 retail locations across 21+ countries, the client found it increasingly difficult to accurately gather and analyze critical operating data to determine key operational efficiency and profitability metrics. eLuminous business intelligence solutions accomplished the following:

- ✓ Automated data collection and standardized data formats saving hours of manual labor.
- ✓ Created automated dashboards and reporting, providing a wealth of critical operations data.
- ✓ Provided accurate purchase data allowing for more accurate purchase decisions.
- ✓ Provided accurate sales data enabling retail outlets to focus sales efforts on more profitable products.

Challenges

The client's existing disparate systems were not able to accurately warehouse, and report purchase and sales data from manufacturing partners and retail sales outlets worldwide.

Purchase data from major tire brand manufacturer were dissimilar from other brands creating hours of manual reporting to simply gather and organize data in a homogenous format.

Sales data from more than 2500 retail outlets across 21+ countries were often inaccurate and required hours of manual labor to standardize, consolidate and create reports.

The lack of timely and accurate purchase and sales data prohibited the client from making important business decisions (on both the purchase and sales side of the organization) based on accurate and valid data. As a result, the client didn't have a transparent view of overall product margins and sales leaders.



The eLuminous Solution

eLuminous worked with our client to provide a comprehensive analysis of their business operations, current systems and business challenges faced, to accurately assess pain points and to build a solution model which directly addressed their operational challenges.



A core element of the solution was to design an ETL (Extract, Transform, Load) process to acquire and consolidate dissimilar purchase and sales data from external sources worldwide. A structured metadata design was developed next, providing the framework to generate robust analytical and operational reporting, vital to the client.

Presenting the above data in user friendly format was accomplished via development of a reporting suite providing critical data for both the client's headquarters and the 3300 retail locations worldwide.

In addition, dashboards were developed to provide the client with instant top-level views of critical data, allowing accurate business decisions to be made.

The Benefits

This business intelligence solution allowed the client to have the data necessary to make accurate business decisions on both the supply side of the business and across a multinational retail sales organization. Purchasing and Inventory management realized a 7% cost reduction by utilizing the accurate reporting delivered by the eLuminous solution.



Accurate sales data also allowed the client to pinpoint product leaders by retail outlet and country providing the intelligence necessary to bolster sales via product mix.

This eLuminous solution enabled our client to make intelligent and accurate business decisions, resulting in sales growth and lower operating costs. Best of all, this solution was built to scale with the client and their growth by providing the data foundation and reporting & dashboard tools to create new additional and custom data reports and dashboards as needed in the future.

Client Testimonial

The development of our international BI with eLuminous has allowed us to collect accurate figures from our suppliers so that we have a complete overview of the purchases per shop and per country. We can forecast the production months ahead.

The BI system has also allowed us to monitor the sales campaigns we are organizing in each country

- International IT Manager, Europe



Some Visuals:

- 1 Report showing tyre volume sale for each country and brand compared with last year sale :

Challenge											
	Volumes from February to August 2017						Volumes from February to August 2016				
Country Name	Apollo	Continental	Pirelli	Bridgestone	Total		Apollo	Continental	Pirelli	Bridgestone	Total
BELGIUM	330	26	236	530	1,122		1,561	201	2,248	6,089	10,099
BULGARIA	2,076	0	265	3,696	6,037		7,678	0	831	7,367	15,876
CZECH REPUBLIC	1	75	367	13,270	13,713		34	3,263	3,602	30,506	37,405
DENMARK	30	0	142	0	172		549	385	3,268	4,974	9,176
ESTONIA	133	0	0	0	133		133	385	6,125	7,992	14,635
FINLAND	40	3,888	9,915	11,872	25,715		1,983	164	25,630	57,175	84,952
FRANCE	10,953	7,106	4,699	10,537	33,295		84,342	23,562	17,043	80,639	205,586
GERMANY	5,933	13,455	21,048	39,578	80,014		52,925	78,358	154,047	251,254	536,584
HUNGARY	36	269	933	1,468	2,706		33	869	2,988	5,273	9,163
ITALY	0	211	53	0	264		0	699	704	2,811	4,214
NORWAY	84	0	9,541	14,533	24,158		655	0	56,005	50,655	107,315
POLAND	444	975	1,836	11,793	15,048		2,964	6,581	11,535	23,523	44,603
PORTUGAL	0	239	270	880	1,389		0	2,631	1,612	8,014	12,257
ROMANIA	0	0	78	599	677		174	0	532	3,494	4,200
SLOVAKIA	0	0	169	570	739		20	0	1,099	1,258	2,377
SLOVENIA	0	11	893	1,693	2,597		0	2,108	4,266	4,151	10,525
SWEDEN	4,934	96	10,198	9,921	25,149		30,412	1,617	41,783	28,389	102,201
TURKEY	0	0	35	639	674		0	0	510	10,895	11,405
UK	301	1,502	2,662	145	4,610		8,142	13,197	25,127	2,244	48,710
TOTAL EUROPE	25,295	27,853	63,340	121,724	238,212		191,605	134,020	358,955	586,703	1,271,283

- 2 Comparative report showing unique number of accounts for Bridgestone brand for current year and last year:

Challenge		
Country Name	BRIDGESTONE	
	Number of Accounts - Current Year June 2017	Number of Accounts - Last Year June 2016
BELGIUM	19	74
BULGARIA	18	62
CZECH REPUBLIC	1	4
DENMARK	2	19
POLAND	6	48
ROMANIA	0	9
SLOVAKIA	0	9
SLOVENIA	13	65
SWEDEN	82	434
UK	42	245
TOTAL EUROPE	745	4 080

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