



BKB



BKB is one of the largest agricultural products providers in Africa

Why BI Landscape Assessment

Prior to any form of solution implementation, Dimension Data conducted a BI landscape assessment to ensure the most apt solution would be tailored to BKB's business environment.

The BI Landscape assessment provided immense value as it clearly exposed all requirements, trends, gaps and weaknesses. Thereby ensuring optimal satisfaction of the business requirements. The result led to the implementation of consolidated and immediate access to business's most important financial metrics. Thus, providing a sharp increase of value their sales trends and opportunities.

The assessment further enabled the identification of the need to implement the solution across all BKB business verticals and within different regions according to individual suppliers/buyers. Particularly because BKB was in the unusual position of having their buyers and sellers often being the same people.

The Assessment's Outcome

The BI landscape assessment revealed the need for BKB to acquire a cross-sell BI report that provides insight into their buyer/supplier activity at a granular level. The online search engine via the Chatbot enables internal and external customers to find BKB products and services resulting in cross-sell suggestions.

Win results

The BI solution provides insight into BKB's financial metrics and cross sale opportunities across their business in an instant.

Self-service reporting and analytics has created immediate insight into business trends and optimized decision-making abilities. BKB's Chatbot provides a proficient way of allocating targeted marketing information to their various stakeholders – based on insights from the BI solution. Both BKB's internal and external stakeholders can find information about BKB's products and services using their chatbot.

“Using Power BI solutions residing on Azure, Dimension Data has successfully enabled BKB to monitor meaningful financial statistics and trends in our business at the touch of a button, greatly reducing the time required to make and execute important business decisions.”

Jaco Maas, Operations Director, BKB