

Case Study

Sales Analytics - Enabling Self-Service and Mobile BI

Industry

Manufacturing - Consumer Goods

Location

Illinois, USA

Employees

5000+

Function

Sales

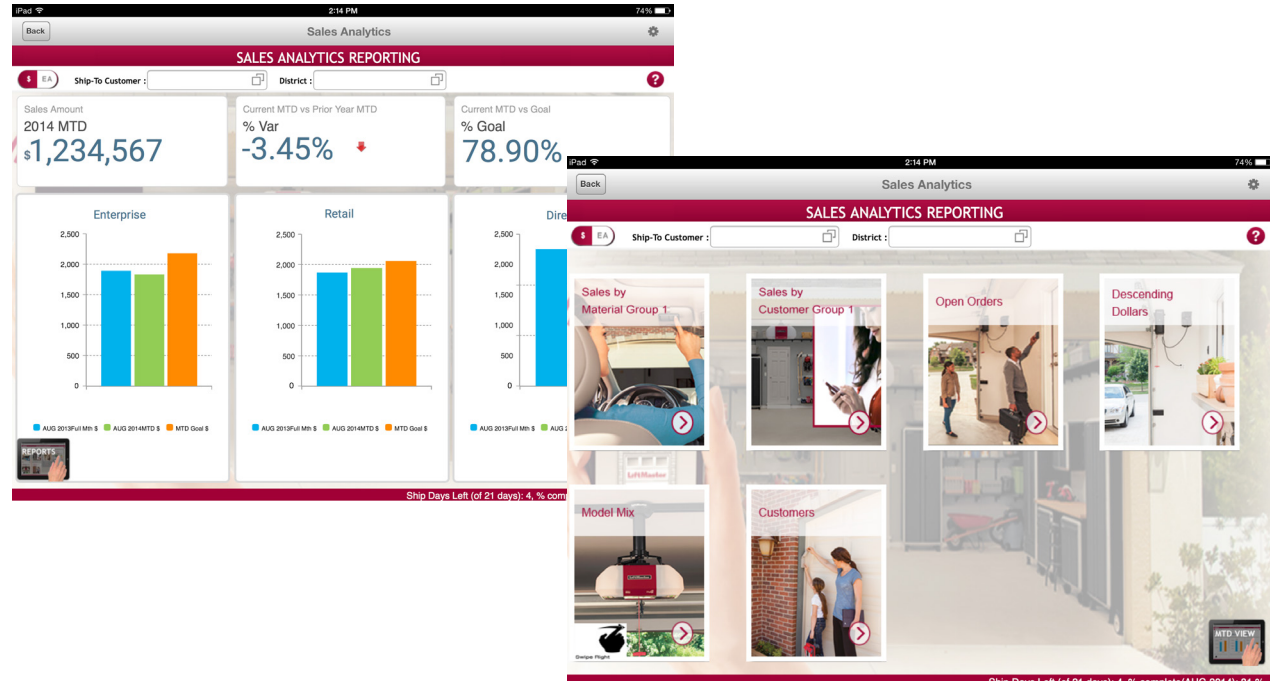
Challenges

- Sales reps did not have visibility into data (driving blind) from legacy platform
- General opinion that SAP BI tools were too difficult and not user friendly
- Sales force proliferation from acquisition of multiple corporate entities in the recent years

Technology

- SAP Business Warehouse 7.xBOBJ 4.1 SP6
- SAP BusinessObjects 4.1
- SAP Design Studio
- SAP Mobile BI

- Customer is a market leader in the product category that it operates in
- Visual BI led the evolution of customer's Sales Analytics & Reporting system into a visual, intuitive and easy-to-use application
- Empowered on-field sales force through mobile sales analytics accessible anytime & anywhere
- Delivered personalised mobile dashboard that launched in under 10 seconds
- Seamless transition from BEX-based development to SAP BusinessObjects Design Studio



"..this tool has helped us move from a report-centered culture to more of an analytic culture. The sales team can now serve themselves from the road, using their iPads anywhere, anytime"

- Business Intelligence Manager