



**Industry**  
Consumer Goods

**Location**  
Switzerland

**Function**  
Operations

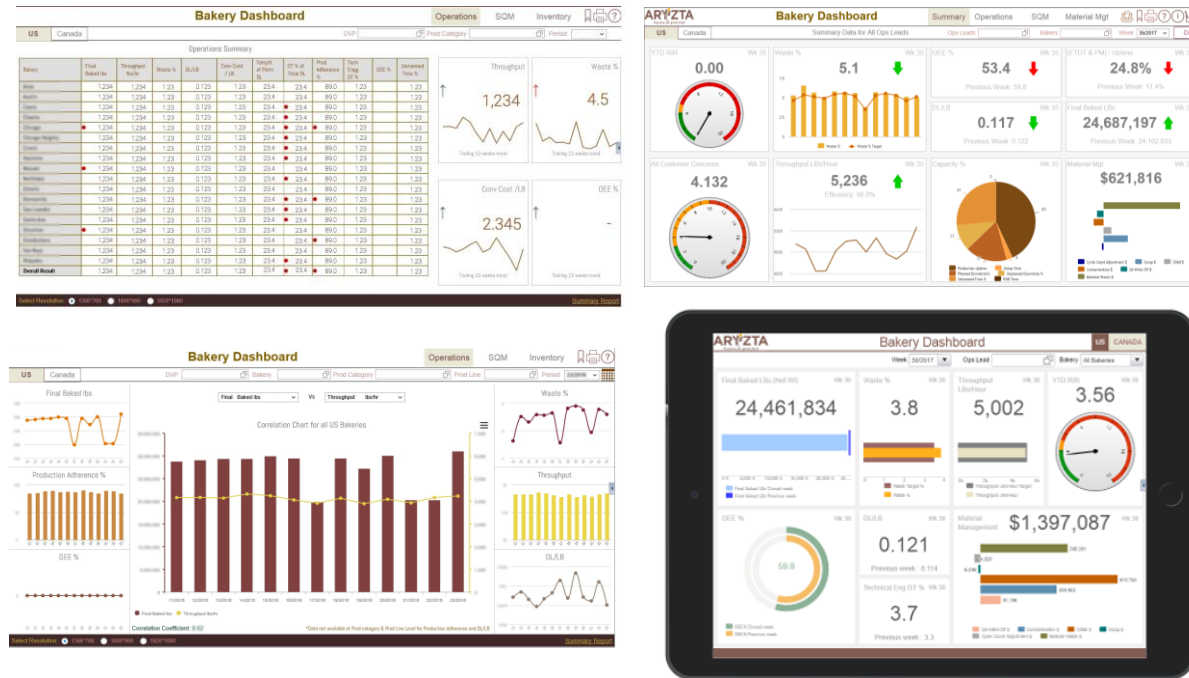
### Challenges

- Ineffective legacy reporting for tracking sales personnel performance across geographies and timeframes
- Lack of interactive & dynamic visualizations to slice and dice data captured in Salesforce
- Manual reporting processes required 16+ executive hours per week (Sr. Manager & VP)

### Objective

- 80% of BI content to be authored by business users
- 20% of total effort at the most must be spent on data preparation

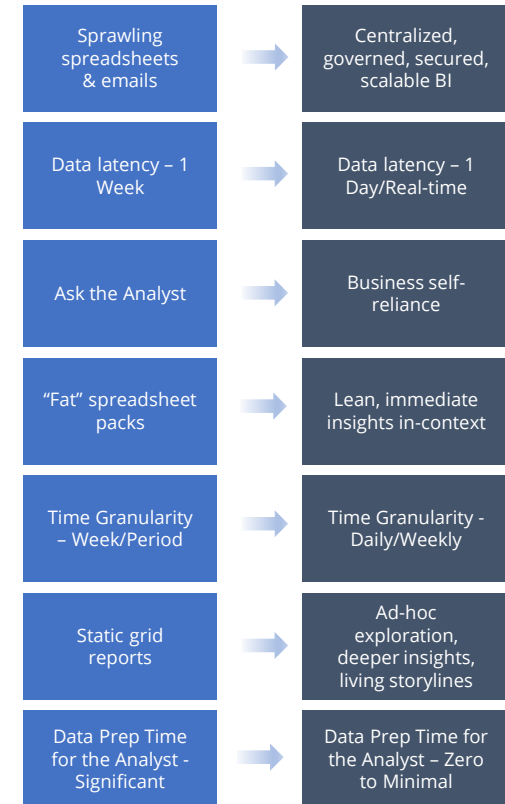
- Customer is a global edible products manufacturer with presence in 19 countries, with 60 manufacturing centres and 103 distribution centres worldwide
- Implemented an analytics solution that tracked 20+ Operational KPIs across Operations, Safety, Quality & Maintenance
- Leveraged advanced components from Visual BI Extensions (VBX) such as Single Axis Charts, Multi-Axis Charts, Menu, Print, Custom Label, Gauges and more



### VBX accelerated time-to-value for dashboards

*“Our company used VBX extensions to build a high impact analytics solutions with greater development efficiency and flexibility. The rich set of graphical options that this product offers is simply remarkable.”*

### Results Delivered



- Director, Enterprise Information Management

[Click here for the ASUG presentation](#)