

# Business Intelligence Solution for a Tyre Leader



## Executive Summary

Our client is a market leader with multinational distribution in the tyre (tire) industry.

With 3300 retail locations across 30 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 3300 retail outlets across 30 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.

## 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.

## Benefits to the Client

- 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