

Case Study

Business Intelligence & Augmented Analytics

Augmented Analytics for a leading Ceramic Products Manufacturer Company in India



➤ www.Smarten.com

Get competitive with Smarten, today.....
To learn more about leveraging Smarten
Solutions for your business,
please visit our website.

Case Study

Augmented Analytics for a leading Ceramic Products Manufacturer Company in India

Client

Client is a leading manufacturing and marketing firm of ceramics tiles with more than 20 years in the industry. They are manufacturing ceramic tiles, glass mosaics and porcelain mosaics under four different brands based on applications like designer kitchen, bathroom, swimming pools and parking.

Client has been serving to reputed business organizations like TATA hotels, Hyatt group, HDFC Bank, Infosys, Bajaj Automobiles, McDonald's, Oberoi Hotels & Resorts, Four Season Hotels & Resorts and Delhi public school.

The company's employee strength is around 300, consisting of management, technical staff, admin, support and other personnel.

The Objective

Client's manufacturing facilities, administration, sales and distribution operations are geographically distributed, and getting right information at the right time was a difficult process. To solve this problem, meaningful analysis of data coming from different data islands was necessary. This led to the need of a comprehensive multidimensional information architecture for different analysis operations.

They needed a simple tool to derive consolidated data coming from different sources for better decision making on time. Client used ERP, which was managed by in-house IT team.

Challenges

- ❖ Traditional reporting built in to ERP was non interactive and tightly coupled with data structure
- ❖ Being ISO certified company, they required reports on time for organization performance and statutory needs. Data collection and manual consolidation from different data sources like spreadsheets, ERP and other legacy systems was error prone and time consuming, especially for repeated tasks
- ❖ IT team and power users were unable to perform data mining, ad hoc reporting, slice and dice of data for advance MIS reporting to management

Client needed a business intelligence solution built on industry standard, highly interoperable architecture to resolve these issues.

Case Study

Augmented Analytics for a leading Ceramic Products Manufacturer Company in India

The Solution

After extensive discussion with the client's team, Smarten's team developed onsite Proof of Concept to demonstrate how Smarten solution could fulfill their technical and functional requirements. The PoC was critically analyzed and verified by the client's technical and management team. Results achieved from successful PoC, lead them to opt for Smarten as their enterprise BI solution.

Smarten team helped client to create comprehensive consolidated data warehouse. The process of harvesting data from their rigid data structure and other scattered data sources was performed and then Smarten was integrated with the central data warehouse. It was configured to build optimized multidimensional data model followed by various analytical objects. Automated delivery and publishing agent was used to schedule regular delivery of critical and statutory reports via email to relevant stakeholders of the system.

Smarten was deployed on the organization's IBM XEON server running 64 bit OS and ETL was performed by consolidating data from Microsoft Dynamics and other data sources using Self-Serve data preparation capability of Smarten.

Training on BI concept & best practices, Managed Memory Computing configuration and basic design principles were conducted for power users who in turn trained other users in the organization.

Client's IT team performed majority of tasks on their own during the implementation phase while Smarten team provided technical & functional support.

Technology & Platform

- Server : Intel XEON series
- OS : Windows 2012
- ERP : Microsoft Dynamics
- Data source : Microsoft Sql Server, xls

Case Study

Augmented Analytics for a leading Ceramic Products Manufacturer Company in India

Key business intelligence objects implemented in the first phase of deployment include:

Sales

- Actual vs. Target sales
- Customer performance
- Product performance
- Sales team performance

Inventory & Production Management

- FSN analysis
- ABC analysis
- Order vs delivery performance
- Consumption variance
- Production variance

Finance

- Receivable & Payable
- Ageing analysis for receivable and payable
- Customer performance – Receivables

Purchase

- Vendor performance – delivery & quality
- Rate history
- Vendor & Product performance

Smarten Team Role

Smarten provided dedicated consultancy and support services to the client for:

- Installation & Connectivity with Data Sources
- Designing Consolidated Data Warehouse
- BI Concepts and Best practices Sessions
- Technical training
- Administration training
- Business Analyst training
- End user training

Case Study

Augmented Analytics for a leading Ceramic Products Manufacturer Company in India

Conclusion

Being a growth oriented business and considering complexity of requirements, the focus was to extract best possible ROI from client's existing and future IT systems, and roll out BI to users across locations with appropriate security rights to users.

Smarten helped the users to understand operational performance, improved prevailing analysis methods and provided accurate information on time for confident decisions.

Key benefits & deliverables:

- Onsite PoC was developed and demonstrated in three days

- High interoperability of Smarten with different data sources and platforms
- Consolidated data with Smarten Self-Serve data preparation
- Simple, intuitive user interface reduced the need for training and delivered faster user take up
- Enterprise architecture with 100% browser interface ensured rapid roll out across organization

The success of this project is a perfect example of how Smarten's simplicity of use and short implementation cycle offers the best TCO to customers.

Smarten's primary value propositions – Traditional and Modern BI in one Platform, Simple to use, Practical to deploy, and Affordable to all - contributed to the success of the project.

Case Study

Augmented Analytics for a leading Ceramic Products Manufacturer Company in India

Contact Us

Elegant MicroWeb Technologies Pvt. Ltd.

A-305, Shapath - IV, Opp. Karnavati Club,
SG Highway, Ahmedabad-380051 India
Email: contact@Smarten.com
URL: www.Smarten.com

Sales & Partnership:

For sales, licensing and partnership related inquiries,
please send email to sales@Smarten.com

SMTNR1020CS – CaseStudy – Augmented Analytics for a leading Ceramic Products Manufacturer Company in India – Version1.0 – Published 2023

Copyright © Elegant MicroWeb Technologies Pvt. Ltd (EMTPL), All Rights Reserved

This document contains information that is proprietary and confidential to EMTPL, which shall not be disclosed, transmitted, or duplicated, used in whole or in part for any purpose other than its intended purpose. Any use or disclosure in whole or in part of this information without express written permission of EMTPL is prohibited.

All company and product names mentioned are used for identification purposes only, may be trademarks of their respective owners, and are duly acknowledged.