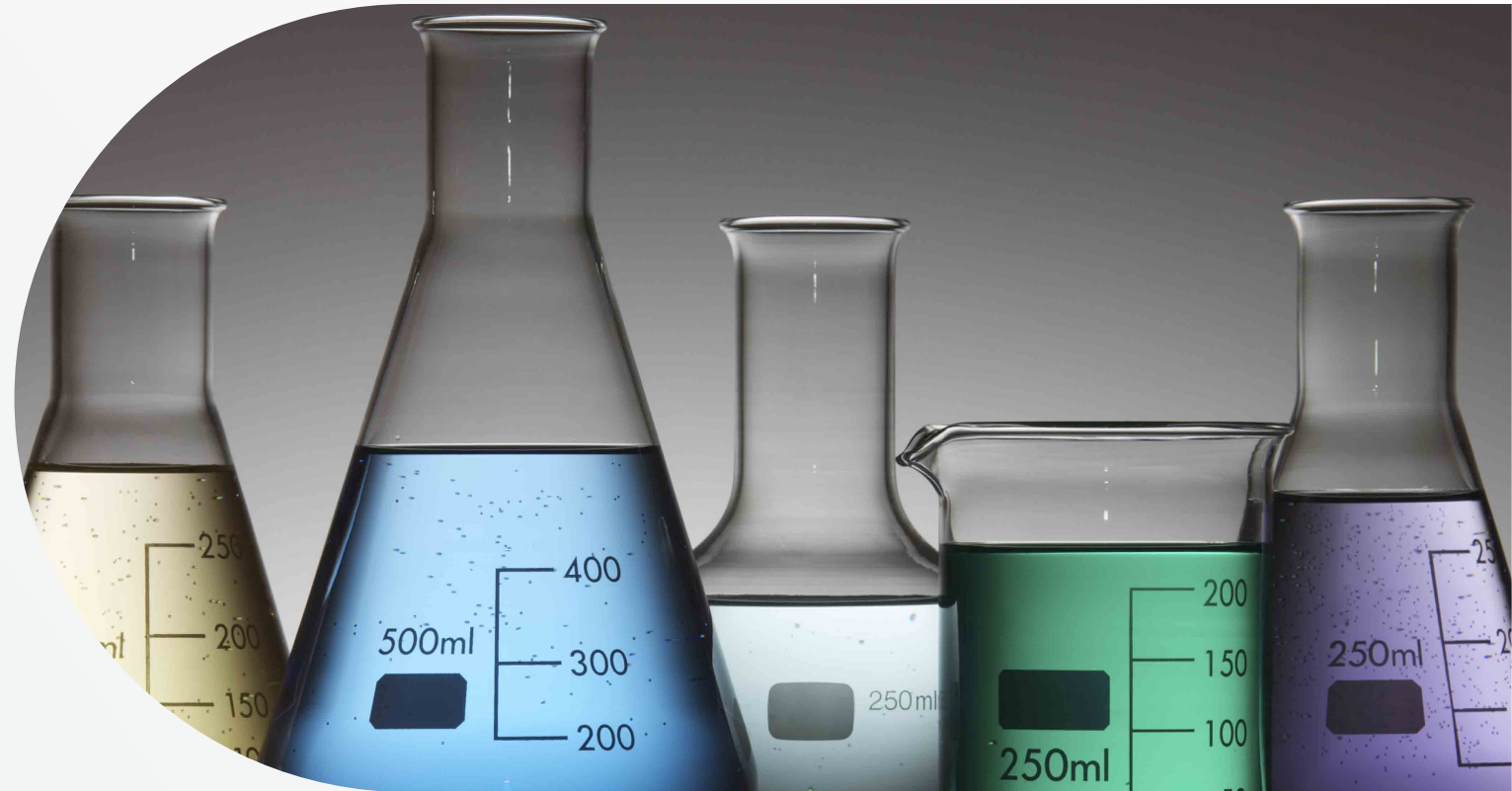


Case Study

Business Intelligence & Augmented Analytics

Augmented Analytics for a leading Industrial Chemical Marketing & Distribution 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 Industrial Chemical Marketing & Distribution Company in India

Client

The client is a leading Industrial Chemical Marketing & Distribution Company based in Ahmedabad with a well established, pan India presence, nationwide branches and a wide distribution network.

The company is engaged in import, export, marketing and distribution of a wide range of products such as industrial chemicals, petrochemicals, dyes & dye intermediates, pharmaceuticals, yarns and fibres.

With a strong Sales and Marketing team of over 200 people , the client actively operates in many states of India, including Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh, Rajasthan, West Bengal, Karnataka and Andhra Pradesh.

The Objective

As the client's business has grown rapidly, their business operations have become more complex as a result of which they are facing difficulties and feel the need to have faster decision-making process throughout various levels within the organization.

Client has developed an in-house ERP solution well suited to their requirements and now wanted to have a consolidated Business Intelligence solution that would help them leverage more value from the ERP solution. The BI solution was expected to answer critical business questions related to day to day operational as well as tactical management activities of divisions across the organization.

The core issues or challenges identified include:

- Growing business needs across branches, departments and verticals
- A vast, complex product range encompassing hundreds of products
- Operational as well as tactical and strategic decision support
- Seamless integration with existing ERP solution and applications
- Browser based system that can be easily rolled out across branches and departments
- Powerful cross tabs with time series analysis zeroing up to days
- Powerful graphical analytics for frequent management presentations, analysis and decision making

To address these issues, the company needed a business intelligence solution built on industry standard architecture and is interoperable with their existing platforms (Windows, Oracle RDBMS, other small database and spreadsheets). They wanted to have solution that was quick to roll out across the organization and which would help consolidate data across different divisions and product

Case Study

Augmented Analytics for a leading Industrial Chemical Marketing & Distribution Company in India

lines. It would thus strengthen decision support systems by answering critical business questions in a timely manner.

The Solution

After rigorous evaluation of different BI solutions available in the market, the client chose Smarten as the enterprise BI solution of choice based on presentations made to their management team and IT department. Additionally a comprehensive Proof of Concept was developed and deployed in a very short time. This was then followed by a thorough technical & functional evaluation by their highly experienced IT team.

Once selected, the client's IT team decided to do implementation on their own. Appreciating its major advantages such as Simplicity of Use, Intuitive Interface, No developer or programmer support or scripting required, and very less Training, client IT team was convinced that Smarten was the right solution and was ready to develop the BI objects on their own. Elegant MicroWeb helped the client team to integrate Smarten with the Oracle based ERP application to meet all Data Mining & Analysis needs of users across the organization.

Technical training pertaining to administration, data source connectivity, Self-serve data preparation and best practices, user management and security, and

various other features of the application was given to IT team. Selected power users were also given end user training. The total training program went on for 3 days. This training worked as a self starter package for the key team. Subsequently, majority of the implementation and deployment tasks were performed by client staff on their own during which the Smarten team provided technical support and hand holding to client IT team and power users as required.

Finally, end user training sessions were delivered and class room as well as work shop training was delivered to users across various departments such as Purchase, Stores, Sales, Accounts, etc.

The client's IT team working in consultation with smarten team designed the datasets, and various cross tab analysis, graphs, dashboards and reports objects.

The simple, practical deployment process and very short training requirement for end users has allowed the client IT team to take control of the implementation phase within 8 weeks. Leveraging their own resources for deployment on production environment, client succeeded in reducing the Total Cost of Ownership significantly.

Case Study

Augmented Analytics for a leading Industrial Chemical Marketing & Distribution Company in India

Technology & Platform

- Server : Intel based
- O.S. : Windows
- ERP : Client developed customized ERP
- Backend(Database) : Oracle 10G

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

Sales

- Actual vs. budget sales analysis
- Received v/s Outstanding Dues
- Outstanding dues ageing analysis group wise
- Team wise Sales performance evaluation
- Top products and top customers analysis
- Product group, customer profile, industry segment wise sales analysis

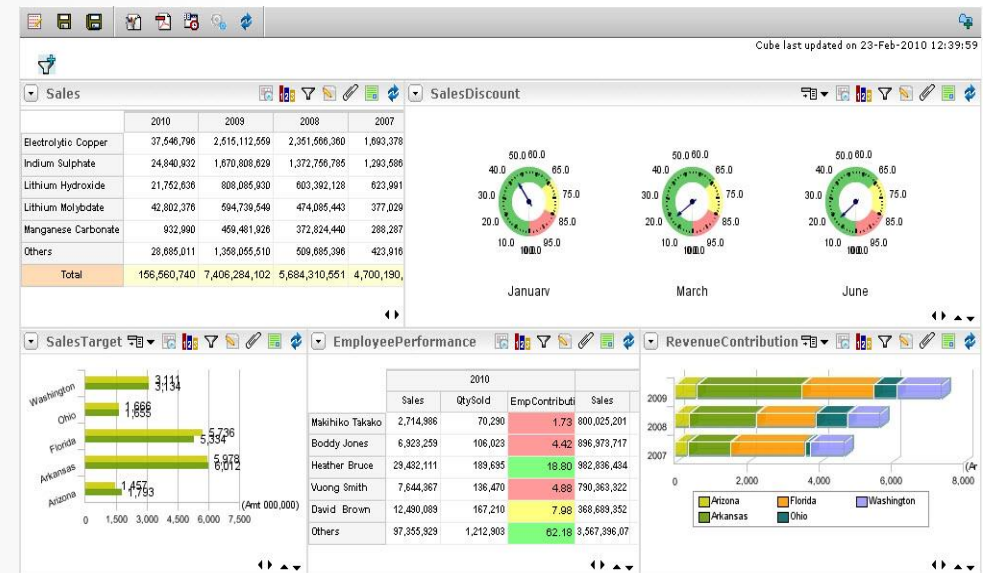
Inventory Management

- Company wise products analysis
- Stock balance monitoring against threshold (Insurance claim value)

- Stock valuation analysis

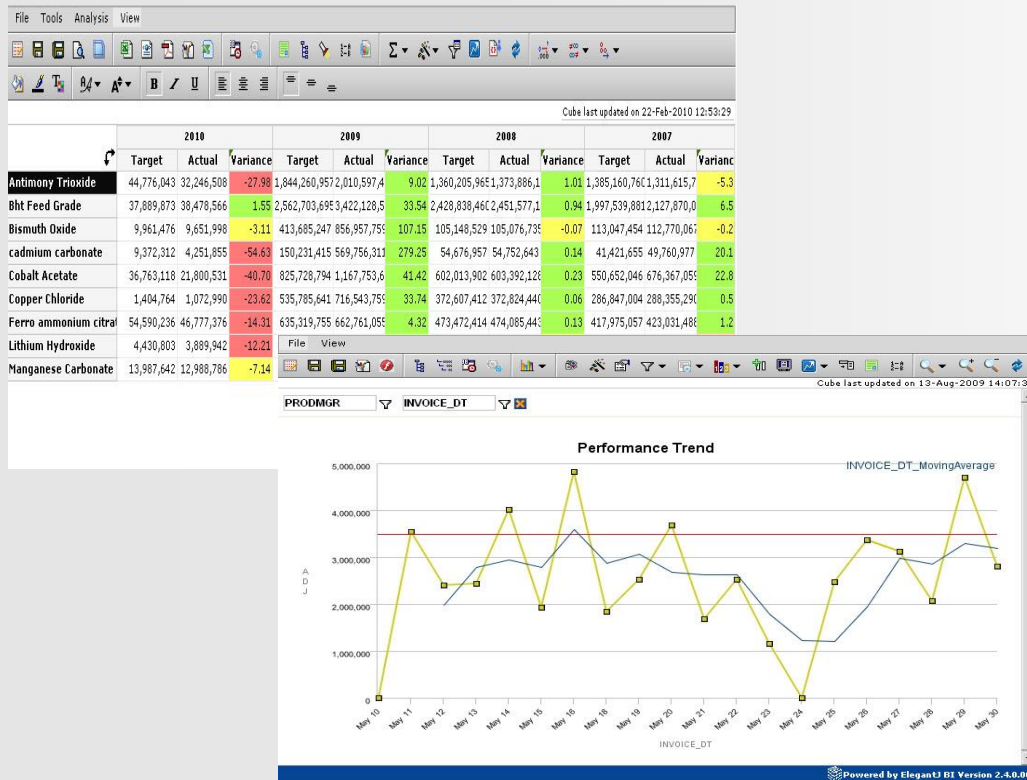
Accounts

- Different types of expenses analysis over time periods
- Receivables and Payables analysis



Case Study

Augmented Analytics for a leading Industrial Chemical Marketing & Distribution Company in India



Screenshots not from actual implementation, and shown for relevance only.

Smarten Team Role

Keeping in mind the needs and business functions of the client, Smarten product team and functional consultants provided training to IT staff, power users and other end users. Client was also provided some hand holding support to get client IT team started with their own development.

Dedicated consultancy, training and support services were provided to the client for:

- Installation & Connectivity with Data Sources
- Technical training
- Administration training
- Business Analyst training
- End user training

Case Study

Augmented Analytics for a leading Industrial Chemical Marketing & Distribution Company in India

Conclusion

Being a growing business, the focus was to deliver the best possible ROI from Client's existing and future IT systems and to answer critical business questions by guiding the client team to design and develop consolidated analytics thus strengthening their decision support system. Another major objective was to lower the TCO.

The real value of Smarten is obvious from the fact that with very little training to Administrators and Business Analysts, clients can roll out and deploy solutions on their own.

Smarten's Traditional and Modern BI features contributed to the success of the project.

In addition:

- Rapid implementation of Proof of Concept was done in 3 days while the system was up and running and available to all users within eight weeks.

- The simple, easy to use, intuitive interface reduces training needs and ensures more user acceptance
- Users at various level can create their reports and analytics on their own, without any programmer or developer support
- Enterprise architecture with zero foot print browser interface ensures rapid roll out across various divisions to large number of users
- Low cost of acquisition, Short rollout time, less training needs, adds to lower TCO

Smarten Augmented Analytics helped Client's users understand operational performance, improve quality of data and reports, and reduce time for taking more informed, confident decisions and generating reports. It provided an intuitive analytical environment to develop insights for corporate data and performance.

Smarten has been a perfect fit for this client, optimizing their existing ERP application and converting the information requirement challenge into a huge competitive advantage at an unbelievable cost and time.

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

Case Study

Augmented Analytics for a leading Industrial Chemical Marketing & Distribution 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 email sales@Smarten.com

SMTNR1024CS – CaseStudy – Augmented Analytics for a leading Industrial Chemical Marketing & Distribution 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.