



Business Intelligence

Custom Application Development



Not every business requirement can be met by existing solutions.

As a recognized leader in enterprise data management, Inviso offers customized, mission-critical business intelligence systems to clients with unique needs and specific demands. Working directly with the client, from conceptualization through launch, Inviso designs custom business intelligence solutions that leverage the Microsoft technology stack, information and data to exceed business requirements.

National CPG company

Never fully utilized POS data

Lacked performance management and situational awareness

Hampered by disparate data

No effective data analytics

Needed a comprehensive BI solution

Contacted Inviso

Corporate Challenge

Struggling from increasing competition, a Northwest based consumer package goods (CPG) client was searching for a business intelligence solution, which provided custom demand forecasting and increased situational awareness. While the client had experienced significant success, it had never utilized point of sale (POS) data for anything other than high-level views of national sales figures, despite the provision of nearly 10 years of detailed POS data by their retail partners. As a result, when sales began to fall in early 2008, they had next to no situational awareness and were unable to react in a timely manner. The client required a detailed understanding of what factors had been, that were now driving sales figures, such as the impact of promotions and new products on performance. The existing methods for trying to obtain this understanding were cumbersome and inadequate.

The client suffered from inadequate and decentralized data storage methods, and relied heavily on manual report generation. The resultant analysis latency not only hampered the ability of the client to react in near real time to changes in the business environment, but also necessitated the diversion of critical resources to compile their disparate and poorly organized POS data.

Without timely and accurate data, effective analytics and better situational awareness, the firm knew they would be unable to remain competitive as other CPG companies adopted comprehensive business intelligence solutions. As they searched the marketplace for suitable products, they became frustrated with the lack of flexibility, scalability and functionality of “out of the box” business intelligence solutions. They needed a solution, tailored to their specific needs that would seamlessly integrate their multiple POS data silos, automate their data analysis and produce user-friendly dashboards and scorecards tailored to their company and industry specific demands. After concluding that their needs could not be satisfied by an existing product or technology, the client contacted Inviso.

**Direct Collaboration
with client**

**Built centralized data
source**

**Better data drives
better decisions**

**Defined key operational
data**

**Developed data process
automation system**

**Near real time analytics
solution**

**Client defined user
interface**

**BI is a competitive
advantage**

Building a Solution

Inviso worked closely with the client throughout the conceptualization and development process to mitigate risk and insure that all defined business requirements were exceeded. As the client had no existing legacy or business intelligence systems, and was working from disparate and unorganized POS data silos, Inviso started from the ground up.

The foundation of any effective business intelligence system is strong centralized data source. Possessing the talent and experience required, Inviso's teams worked to create a comprehensive data management solution, that integrated the firms multiple data silos into a single universal source. This not only aided in the flow and sharing of information throughout the organization but allowed for significant improvements in data quality. Experience has shown that working from disparate and separate data sources can lead to corporate data laden with disconnects and inaccuracies, impeding decision-making and situational awareness. Thus, Inviso worked to resolve any data inconsistencies during the development cycle to ensure the client worked from trusted and consistent data.

The resultant high quality data source allowed for the development of key operational data: a selection of the most impactful and important data the firm needs for its operational and strategic decision-making. Inviso worked with the client to develop key operational, financial and performance metrics from the operational data and then built a system to automatically pull and refresh the data at higher frequencies. This process allowed for near real time data provision with less stress on the IT infrastructure, thereby reducing the time between a business event and any resultant action, ensuring the client derived maximum value from their data gathering efforts. Inviso's process rapidly provided the client with the key metrics and the critical information needed to increase performance, improve decision-making, and increase situational awareness.

Next, Inviso worked to develop near real time analytics and forecasting solutions that automatically transformed the key operational data into actionable business insights. The client's key operational data were matched with a custom designed dashboard and user interface designed specifically for the client, accurately and intuitively conveying needed business insights, performance and operational metrics, and other critical information.

Inviso's custom business intelligence solution allowed the client to improve not only their use of POS data but also gain better management and oversight of their entire operation, enabling better tactical, operational and strategic decisions. Inviso exceeded their original business requirements and provided the client with a true competitive advantage.