

# Sales BI System



## Consistent rules to understand & benchmark sales performance

The client's sales organisation had numerous country based reporting systems, but there was little consistency between each report and limited ability to consolidate them regionally and globally. This made it extremely difficult for management to accurately benchmark performance.

### Requirement

We were tasked with designing and building a Sales business intelligence (BI) system that could work on a country, regional and global basis.

### Solution and results

The Information Factory devised a Sales BI system whereby the automation and application of consistent business rules means that country Sales performance is measured against an agreed and standardised set of KPIs. This supports the harmonisation of regional sales processes. However, it's also recognised that country specific KPIs are needed in certain cases so the BI tool can be adapted locally.

The system has been implemented globally and is now the main reporting enabler for the company's sales improvement program and sales scorecard.

It improves management capability to steer sales performance by providing a consolidated view of sales KPIs at every organisational level.

- **HW: VMWare Virtual Server**
- **OS: Windows Server / Red Hat Enterprise Linux**
- **DB: Teradata, MS SQL Server**
- **Middleware: IIS, ASP.NET**
- **Frontend: MS SQL Server Reporting Services. Excel, Cognos**