# Lumenore Improves Demand Forecasting and Operational Workflows for a Global Automotive Company

The Background / Scope

The customer is a major player in the automotive industry. A manufacturer and global supplier of automotive parts and spares, the customer had four different data sources incorporating data across different divisions and departments. These sources served a user base of over 1000 global users and handle about 1.2 Million records. The security of this database was organized by business units, customers and products hierarchies.

The Business Need

The customer wanted a business intelligence solution with a single, integrated view and intuitive dashboards that can be used across multiple data sources. The solution platform would help the customer analyze and compare sales, profit, EBIDTA, BUMBTRI and provide complete variance analysis between forecast and budget. Security implementations for different hierarchies was a critical requirement as well. The customer demanded advanced visualization such as drill downs and data comparison layouts which were missing in the existing system. In addition, financial metrics to feature multiple currencies dynamically on the dashboard was a requirement as well.
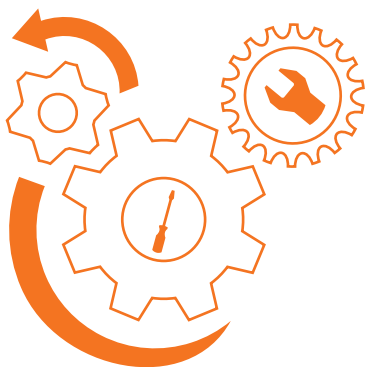
Challenges

The customer lacked an integrated business intelligence interface and faced many challenges for accurate revenue forecasting, market penetration analysis, market demand analysis, sales pipeline analysis, security implementation and visualizations.

Impact

Without a suitable business intelligence platform with intuitive dashboards across multiple data sources, the customer was not able to analyze and compare sales, profit, EBIDTA, and provide complete variance analysis between forecast and budget. Besides, impact of multiple currencies couldn't be tracked dynamically.

Resolution

Deployment of an integrated platform connecting multiple data sources and provide dashboards with more than 90 different KPIs helped the customer in monitoring financial results, sales pipeline and program management.

The Solution

Lumenore from Netlink was the perfect solution that would help the customer in improving outcomes for the finance, sales and program management. The solution encompassed the end-to-end functions of business cycle; from procurement to production to a supply to inventory management workflow. They deployed multiple integration points to connect various data sources and implemented hierarchical security and workflow. The solution involved an analytical cube design with more then 90 different parameters and 20 different derived fields. Using advanced performance point KPI, charts and grids to generate user interactive dashboards and various different features, the solution provided in-depth analysis of various KPIs related to sales, financial and marketing functions. It also featured alert mechanisms to send notifications to business users upon reaching the threshold level.

Its key result areas and parameters included invoices, actuals and forecast, YTD variance, CAGR (Compound Annual Growth Rate), committed sales percentage, pipeline ratio and variance in plan and issue.

Business Benefits/ Results

On implementing the solution, the customer was able to derive the following business benefits:

- Single integrated dashboards that allowed comparison and analysis of KPI's across various business units, customer groups and products

- Easy traversing and analysis through advanced visualizations

- Enabled correlation of data between sales, marketing and finance

- Supported data driven business decisions

- Enabled the use of Lumenore as single source of truth

- Allowed the decommissioning of multiple systems

Get in touch with our team of experts to know how the solution can be implemented for your business

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