

Rapid-response reporting and analysis lets sales managers treat vendors and customers like MVPs



Revere Electric Supply, together with its subsidiaries Holt Electric and Complete Industrial and Electric, distributes electrical and electro-pneumatic products and motor repair services to customers through seven locations in Illinois and Wisconsin. Founded in 1919 and still family-owned, the company services government agencies, contractors, and original equipment manufacturers.

Revere's original Messenger of Service catalog, dating since the company's founding, was created to reflect the company's – and its namesake's – dedication to fast, accurate delivery.

To help ensure customer satisfaction and keep sales at high levels, the company embarked on an "MVP Vendor" program in 2006. Each year, the company's ten top suppliers are selected to receive special attention in product promotion, collaboration, price negotiation and other areas. To deliver recognition to these key vendors (and ensure their products are sold effectively throughout the company), the Revere team needed fast, easy access to information captured in its Activant Eclipse enterprise resource planning (ERP) system.

"More than anything, what MITS Discover has done for us is save time – tons of it. And that means quick answers for executives and hours of time savings for sales managers."

THE NEED TO GO BEYOND SIMPLE QUERIES AND REPORTS

"Eclipse is an operational, transactional system," says Revere Director of IT Mike Prepelica. "So, understandably, it's not designed for heavy-duty research. When managers needed to analyze data to support the MVP program, it could take hours and hours to get at the information in Eclipse."

Revere decided to seek out a Business Intelligence (BI) solution that would work well with Eclipse and deliver the kind of reporting and analysis power they needed. The company investigated several solutions recommended by Eclipse, and eventually selected MITS Discover for its powerful features.

"We liked the flexibility that Discover offers," explains Prepelica. "We also wanted a solution we could easily reconcile with Eclipse data." Eclipse and MITS have worked to ensure easy reconciliation across their complementary solutions.

HIGH-SPEED ANSWERS WITH HIGH-VOLTAGE BUSINESS INTELLIGENCE

Revere put together a powerful set of analysis platforms based on the MITS Discover Sales Analysis Application for Eclipse. Users are given the ability to access information through "flash screens" or reports which present high level information while enabling users to drill down to the underlying details with ease.

"We've built more than 125 flash screens for our sales managers, and for specialized sales management groups," reports Prepelica. "They can very quickly check important trends, such as margins, and share it with MVP partners in order to work with them more effectively." Revere managers also use the Discover Inventory analysis application to track and analyze GMROI, turns, and other key inventory business metrics.

“Again, it’s a huge win for us, time-wise, to use Discover,” says Prepelica. “The accuracy is there, so we can rely on the information – and analysis efforts that used to take two or three hours are now finished in five minutes.”

FILLING A KEY NEED: AT-A-GLANCE CUSTOMER INFORMATION

Hoping to have better-informed discussions with its customers on everything from fill rates to receivables, Revere also asked MITS to create a “Customer Scorecard” solution. Now, a sales manager can select a specific customer and instantly generate a three-page printed or on-screen report displaying every key metric for that customer. In addition to receivables aging, users can quickly scan year-over-year sales, returns quantities and dollar values, order counts and values, average order size, and much more.

On-screen, users can drill down from the scorecard into the underlying report to research unusual trends and seek out cross-sales opportunities. Prepelica gives the example of a sales manager discovering an unusually low fill rate. “The user can immediately drill into the flash screen and down to the details to find out which vendor is involved, and even which product.” Finding this same information in Eclipse, he adds, could take hours.

Users can also print the report card in two formats: one for internal use, and another, more streamlined version for sharing with customers. “It’s a great report to be able to take with you when you meet with customers,” says Prepelica. “You can solve problems and address issues right on the spot, and you’re ready to discuss the overall customer relationship as needed.”

LOOKING FORWARD: MORE TIME SAVINGS, MORE USERS, AND BETTER DECISION-MAKING

More than 30 users take advantage of the Discover solutions already at Revere, and it hasn’t yet been rolled out to the sales force. “That’s happening very soon,” says Prepelica, “and we expect they’ll enjoy the same time savings we’re seeing elsewhere.”

Revere also looks forward to taking advantage of more scorecard applications. “I’m currently working up the specifications for a Salesperson Report Card,” says Prepelica. “And we’re looking at adding more cubes in the near future.”

About MITS

MITS helps hundreds of distributors and manufacturers leverage the data in their ERP and other business systems to make better decisions, every day and at every level of their organization. Established in 1996, MITS’ interactive reporting and business intelligence software combines industry best practices with the flexibility to meet the unique needs of every customer. From standard to custom reports, dashboards and scorecards, MITS drives sales growth, profitability, and operational efficiency for competitive advantage.

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