

# Case Study

## ElegantJ BI Business Intelligence

**ElegantJ BI Business Intelligence**  
**Implementation for a leading Ceramic Products Manufacturer Company in India**



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### **Client**

Client is a leading manufacturing and marketing firm of ceramics tiles with more than 20 years in the industry. They are manufacturing ceramic tiles, glass mosaics and porcelain mosaics under four different brands based on applications like designer kitchen, bathroom, swimming pools and parking.

Client has been serving to reputed business organizations like TATA hotels, Hyatt group, HDFC Bank, Infosys, Bajaj Automobiles, McDonald's, Oberoi Hotels & Resorts, Four Season Hotels & Resorts and Delhi public school.

The company's employee strength is around 300, consisting of management, technical staff, admin, support and other personnel.

### **The Objective**

Client's manufacturing facilities, administration, sales and distribution operations are geographically distributed, and getting right information at the right time was a difficult process. To solve this problem, meaningful analysis of data coming from different data islands was necessary. This led to the need of a comprehensive multidimensional information architecture for different analysis operations.

They needed a simple tool to derive consolidated data coming from different sources for better decision making on time. Client used ERP, which was managed by in-house IT team.

### **Challenges**

- ❖ Traditional reporting built in to ERP was non interactive and tightly coupled with data structure
- ❖ Being ISO certified company, they required reports on time for organization performance and statutory needs. Data collection and manual consolidation from different data sources like spreadsheets, ERP and other legacy systems was error prone and time consuming, especially for repeated tasks
- ❖ IT team and power users were unable to perform data mining, ad hoc reporting, slice and dice of data for advance MIS reporting to management

Client needed a business intelligence solution built on industry standard, highly interoperable architecture to resolve these issues.



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### **The Solution**

After extensive discussion with the client's team, Elegant MicroWeb developed onsite Proof of Concept to demonstrate how ElegantJ BI solution could fulfill their technical and functional requirements. The PoC was critically analyzed and verified by the client's technical and management team. Results achieved from successful PoC, lead them to opt for ElegantJ BI as their enterprise BI solution.

Elegant MicroWeb helped client to create comprehensive consolidated data warehouse. The process of harvesting data from their rigid data structure and other scattered data sources was performed and then ElegantJ BI was integrated with the central data warehouse. It was configured to build optimized multidimensional data model followed by various analytical objects. Automated delivery and publishing agent was used to schedule regular delivery of critical and statutory reports via email to relevant stakeholders of the system.

ElegantJ BI was deployed on the organization's IBM XEON server running 64 bit OS and ETL was performed by consolidating data from Microsoft Dynamics and other data sources.

Training on BI concept & best practices, Managed Memory Computing configuration and basic design principles were conducted for power users who in turn trained other users in the organization.

Client's IT team performed majority of tasks on their own during the implementation phase while ElegantJ BI team provided technical & functional support.

### **Technology & Platform**

- Server : Intel XEON series
- OS : Windows 2012
- ERP : Microsoft Dynamics
- Data source : Microsoft Sql Server, xls

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

#### **Sales**

- Actual vs. Target sales
- Customer performance
- Product performance



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- Sales team performance

### **Inventory & Production Management**

- FSN analysis
- ABC analysis
- Order vs delivery performance
- Consumption variance
- Production variance

### **Finance**

- Receivable & Payable
- Ageing analysis for receivable and payable
- Customer performance – Receivables

### **Purchase**

- Vendor performance – delivery & quality
- Rate history
- Vendor & Product performance

## **Elegant MicroWeb's Role**

ElegantJ BI provided dedicated consultancy and support services to the client for:

- Installation & Connectivity with Data Sources
- Designing Consolidated Data Warehouse
- BI Concepts and Best practices Sessions
- Technical training
- Administration training
- Business Analyst training
- End user training

## **Conclusion**

Being a growth oriented business and considering complexity of requirements, the focus was to extract best possible ROI from client's existing and future IT systems, and roll out BI to users across locations with appropriate security rights to users.



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ElegantJ BI helped the users to understand operational performance, improved prevailing analysis methods and provided accurate information on time for confident decisions.

### **Key benefits & deliverables:**

- Onsite PoC was developed and demonstrated in three days
- High interoperability of ElegantJ BI with different data sources and platforms
- Consolidated data in central data warehouse with ETL
- Simple, intuitive user interface reduced the need for training and delivered faster user take up

- Enterprise architecture with 100% browser interface ensured rapid roll out across organization

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

ElegantJ BI's primary value propositions – Simple to use, Practical to deploy, and Affordable to all - contributed to the success of the project.



**ElegantJ BI**  
Simply Smarter!

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## **ElegantJ BI Business Intelligence Implementation for a leading Ceramic Products Manufacturer Company in India**

### **Contact Us**

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