

DataSelf

Business intelligence
for mid-size companies

DataSelf Business Intelligence Success Story

Implus Footcare LLC

“After email, DataSelf BI is the first thing the CEO checks in the morning. I use it religiously. You can drill down, drill up, and drill back in history. You can look at snapshots on how we’re doing versus how we’ve done the past three years.”

Sam Prestipino
Chief Operating Officer
Implus Footcare LLC



Implus Quick Facts:

DataSelf BI system:

- Core solution
- 15 users
- Deployed in Sep 2006

Company

Implus Footcare, L.L.C., headquartered in North Carolina’s Research Triangle Park, is a leader in innovative foot care technology. Implus Footcare develops, markets and distributes innovative “below the ankle” footwear accessories such as insoles, performance socks, shoe laces and shoe care.



Implus Headquarters

Implus’ brands include Sof Sole, Airplus, Airplus for Her, Aparo, Sof Comfort, YakTrax and SneakerBalls. Implus products are distributed in over 50,000 retail stores across North America and in 65 countries worldwide.

Challenge

Every day at the company’s headquarters, a roster of 1,800 to 3,500 shipments range from \$10 orders from small stores to \$100,000 orders from giants like Wal-Mart.

Managing the inventory and sales operations is a big job.

“Until about mid-2006, managing these operations was even tougher”, said COO Sam Prestipino. Implus had difficulties analyzing historical trends, current transactions and forecasting.

Answering a simple question like “How do these customers’ open orders compare with their previous volume?” involved looking back and forth among multiple reports. It was difficult to combine data from the accounting system and other sources in a single view, so decision makers couldn’t easily compare current sales with historical data.

Every time management needed a new report they had to ask the IT department to create one, a task that consumed many hours. Also, because of the data volume, some reports could not run fast enough to provide the information when needed.

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DataSelf offers pre-packaged
business intelligence solutions for:

- Microsoft Dynamics GP
 - Sage Accpac ERP
 - Sage BusinessVision
 - SageCRM
 - Sage MAS 90 ERP
 - Sage MAS 200 ERP
 - Sage MAS 500 ERP
 - Sage PFW ERP
 - Sage Pro ERP
 - Sage SalesLogix
 - SAP Business One
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Solution

When the CEO and other executives first saw a presentation of DataSelf Business Intelligence, it was an instant hit. “Even before the presentation was over they were telling me we had to have it”, said Prestipino.

Today, managing inventory and sales operations is easier because of DataSelf Business Intelligence (DataSelf BI).

“After email,” Prestipino said, “DataSelf BI is the first thing the CEO checks in the morning. I use it religiously. You can drill down, drill up, and drill back in history. You can look at snapshots on how we’re doing versus how we’ve done the past three years.”

With the DataSelf BI solution, each user gets the information they need in the way they need to see it. Each person starts off with a set of pre-made queries, which the user can later modify or add to as needed.

One of the first custom reports, which Prestipino built himself, replaced an old and time consuming 300-page sales-order report. The new report is a smart summary that’s just 3 pages long - and runs with a mouse click. It gives him a snapshot of the open orders sorted by ship date. “I can give it to my warehouse managers and say, ‘This is the hot list.’”

The DataSelf BI system has proven valuable throughout the company. For instance, it calculates sales commissions, and it has automated an inventory aging report that used to require a staff accountant all day to produce. “It’s tremendously powerful,” said Prestipino.

Deployment

The initial DataSelf BI deployment took about two days. Immediately afterward, Implus started to take advantage of the hundreds of reports predefined in the out-of-the-box solution.

DataSelf, which prides itself on its understanding of mid-sized companies’ needs, used its expertise to customize the solution for Implus’ specific requirements. For instance, many orders come from overseas in Swedish krona, euros, Canadian dollars and other currencies. DataSelf’s consultants integrated data from a multi-currency module for Implus and today the system provides sales analysis in source currency or dollar equivalent. “DataSelf’s people could just log into our servers, and we’d either get a phone call or email that said ‘we’ve made those changes, please check them out.’ They’re really easy to work with,” Prestipino said.

Remarks

Chris Oates, president of the North Carolina-based reseller Oates & Company, said, “We helped Implus set up an elaborate ERP environment. The high-end reporting capabilities of DataSelf BI became a must-have for Implus.”

DataSelf Corp. CEO Joni Girardi said, “Implus is a great example of a mid-size company with forward-thinking management. DataSelf BI provides critical value to decision makers who are constantly looking for ways to improve efficiency and provide better service. With DataSelf BI in place, Implus is free to focus on shipping products out the door.”