

“The Donut Challenge” with DataSelf BI

**Empower business people to
create their own reports
faster than they can eat a donut!**



*"Just did my first report with DataSelf BI...
forget about eating a donut...I didn't
even have time to take a bite of the donut
before I finished the report. I can't wait to
take this Porsche out of the parking lot."*

Robert C., Controller
Foods Should Taste Good Inc.

**FOOD
SHOULD
TASTE
GOOD**

Wiley X, Inc.

Two decades ago, start-up Wiley X Eyewear entered an almost nonexistent niche — safety glasses and goggles. Approached by the FBI to develop shooting glasses, the company soon found itself making protective eyewear for the U.S. military. Business mushroomed after September 11, 2001, when American troops were mandated to use protective eyewear. Wiley X has sold more than two million units for Operations Enduring and Iraqi Freedom to date.



Wiley X now sets the benchmarks for safety, style and utility, with all of its eyewear products meeting or exceeding ANSI requirements for high-velocity impact and/or military ballistic impact. Most of its eyewear can be fitted with prescription lenses. Its products, including a new line of tactical gloves, are also popular among weekend warriors for shooting, motorcycle, ATV, biking, skiing and other outdoor sports.

Challenge

When COO John Barrett joined the company, production and inventory planning were run by “seat-of-the-pants.” Barrett and his team had little data available for everyday decision making. The accounting system provided virtually no useful reporting.

He recalls, for example, the old way of discontinuing a model: “blowing out” the overstock — worth from \$10,000 to \$200,000 at full retail — through discounters.

Also brutal: “If you run out of stock for 60 days, you'll feel the effects for the next six months,” he said. “Retailers switch to other products, and their loyalty to your brand evaporates. Bad inventory management costs a ton.”

Solution

Barrett turned to DataSelf BI for inventory management and sales reporting.

Among many improvements in operations, Barrett initiated a Monday morning production meeting. With DataSelf BI reports on hand, managers review sales trends by channel and product, then predict needs and issue production orders.

Wiley X has also used DataSelf to calculate complex sales commissions.

Benefits

DataSelf BI saves Wiley X up to \$500,000 a year, estimates Barrett. “To manage inventory so precisely, and to avoid making a bunch of production errors, that’s huge.” Also, retailers receive what they order, and salespeople happily watch their commissions grow.

Barrett’s team has become expert at phasing out products. By the time a new catalog goes to press, old stock has just about run out. “We no longer need to hunt for discounters to take inventory off our hands,” he said.

“It’s one of the coolest pieces of software I’ve ever used.” said Barrett.

*"Being an old dog, I know software
that meets one's expectations is
rare. DataSelf BI has far exceeded
mine. We bought it for its world-
class sales reporting, and now I'm
saving up to \$500k annually
because I also use it to manage my
inventory and purchasing more
effectively."*

John Barrett
Chief Operating Officer



St. David's Hydroponics Ltd.

St. David's Hydroponics, based in Ontario, Canada, grows peppers and eggplants. From the day harvest begins in March until the following November, they sell in a dynamic, fast-moving marketplace.



Challenge

The market's prices fluctuate by the hour. Salespeople negotiate prices on the fly based on each product's size, color and type, sales volumes, and prices at the moment versus prices from corresponding points in the past year. Salespeople need instant data to play the game well — and they need it sliced just so.

Solution

With DataSelf BI, St. David's salespeople have the data they need — at the moment they need it — as they talk to buyers. They can compare prices, volumes and attributes to help set prices fairly and accurately. That raises customer satisfaction and boosts sales.

With DataSelf's multi-currency integration, they can also deal with international buyers, setting a fair price in their own currency.

"DataSelf has simplified our reporting," said controller Carolyn Payette. She now easily runs detailed reports for sales people and overview reports for senior management. "It speeds up decisions. It is easier to stay informed."

"In the produce business, things change fast. With DataSelf BI, our business data becomes live. I can bend the data, shape it, move it around. It becomes live in ways that a piece of paper just can't."

Toine van der Knaap
General Manager



Implus Footcare, L.L.C.

Implus Footcare, headquartered in North Carolina, develops, markets and distributes innovative "below the ankle" footwear accessories such as insoles, performance socks, shoe laces and shoe care. Implus distributes products to over 50,000 retail stores across North America and 65 countries worldwide.



Implus Headquarters

Challenge

Every day, Implus makes 1,800 to 3,500 shipments. They 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. Every time management needed to analyze operations data in a new way, the IT department spent hours creating reports.

Solution

When the CEO and other executives first saw a presentation of DataSelf Business Intelligence, it was an instant hit. "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." One of Prestipino's first custom reports replaced a 300-page sales-order report. He now prints just three pages — and he does it with a mouse click.

The DataSelf BI system also calculates sales commissions, keeping salespeople happy. The system automatically calculates an inventory-aging report that used to require a staff accountant all day to produce. Finally, DataSelf BI's multi-currency reports help track international sales easily.

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Sam Prestipino
Chief Operating Officer

