



DataSelf
BI for mid-sized companies

DataSelf Analytics

So fast, so nimble, so liberating that it's like driving a Ferrari

Customer Endorsements



Safety glasses and goggles were an almost nonexistent niche two decades ago when start-up Wiley X Eyewear began producing them. Then business really took off when the FBI asked the company to develop shooting glasses. Eventually, WileyX products spread into sports and outdoor wear. They now set the standard for safety, style, and utility.

Challenge

Production and inventory planning used to run by "seat of the pants," says COO John Barrett. The old way of discontinuing a model was "blowing out" the overstock, worth up to \$200,000 at full retail.

Solution

Barrett turned to DataSelf BI for inventory management and sales reporting. With DataSelf BI reports on hand, managers now review sales trends by channel and product, then predict

needs and issue production orders. They also calculate complex sales commissions.



Benefits

"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." said Barrett.

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. He said, "We no longer need to hunt for discounters to take inventory off our hands. It's one of the coolest pieces of software I've ever used."



SawStop does what the name suggests: It stops table saws, the kind that can cut off a finger in one tragic instant. Since its founding in 2000, it has sold over 45,000 saws.



Challenge

The company's dramatic growth benefited from the transition from QuickBooks to Sage 100 ERP. However, "creating and modifying reports required specialists instead of ordinary users. That was a big pain. It was expensive, slow, and cumbersome," said VP and co-founder David Fulmer. Their Sage reseller recommended DataSelf.

Solution

"We were impressed with how easy DataSelf BI was to use and how easy it was to get info out of it," said Fulmer. "We

really liked the ability to get reports on the fly." Now far more users have access to data.

Benefits

"This tool provides exceptional return on investment," said Fulmer. It helps reduce overhead and helps sales reps identify opportunities and weakness.

Fulmer and his crew actually run the reports they couldn't run before. They already save "a ton" on tax reporting. And the new capabilities keep coming. They may start reporting straight from their Sage CRM system to track targets, leads, and follow-ups.

"The ability to get at our data and to manipulate it ourselves without having to pay someone," he said, **"that's just huge, huge for us."**



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.

“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, 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.

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.

DataSelf

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