

# Business Intelligence



Greeting card company decreased monthly financial reporting from 15 days to 4 days & improved reliability

## Client Need

Successfully partner with large retail chains to improve sales by leveraging swift business intelligence tools.

## Benefits

- Benefit from existing customer and sales data.
- Focus on profitable product lines.
- Single source of truth for all financial and order related information.
- Score better holiday sales by analyzing past trends and keeping abreast with current generation needs.
- Derive high value work from experienced work force.
- Estimated savings of USD **\$2.4M** in 3 years.

## PR3 Systems Solution

Implemented **Cognos Enterprise, InfoSphere DataStage, and a Data Warehousing solution** providing:

- Estimated monthly cost savings of 20% USD, due to automation of reports and decommissioning of reporting on legacy system.
- Single source of truth achieved for all financial and order information. This improved the dependence on daily and monthly reports and eliminated duplicates.

