

MID-SIZED AUTO PARTS DISTRIBUTOR IDIR SPA USING BUSINESS INTELLIGENCE TO SUPPORT INNOVATION

"Our Business Objects business intelligence project was started to satisfy internal information requirements, but it is more ambitious: we want to make information available at the group level in order, for example, to create consolidated purchasing initiatives."

Maurizio Tramontano, IT Manager, IDIR




Industry
Automobile

Business Process
Operations,
financials

Challenge
Establish greater
insight to customer
base and extend
analysis and
reporting to remote
sales force.

**Why Business
Objects?**
Business Objects
delivers proven and
affordable business
intelligence
solutions for mid-
sized companies.

**Business Objects
Software and
Services**
BusinessObjects™
Edge Standard

BusinessObjects
Web Intelligence®

CHALLENGE

IDIR Spa is a specialist auto parts distributor in Southern Italy. ISO 9001:2000 certified with a turnover of €25 million, the company has been a member of the Independent Distributors Automotive Group (IDIA), a national group in the sector, since 2000. For more than 10 years, an electronic commerce portal serving 500 of its 1,000 clients has been used to exchange electronic invoices and display sales statistics.

To make data analysis and statistics of sales data remotely available to its sales force, IDIR chose the BusinessObjects™ Edge Standard package from Business Objects, an SAP company. At the end of the first phase for the commercial sector, the solution will be implemented for other company functions in order to extend it to the national group IDIA. The IDIA group is also part of the Temot International Autoparts group, a European leader in the aftermarket.

"We had already developed a system in-house to analyze sales data, but we wanted something more. Our objective was to make information available to our sales force over the Internet, so that they could perform data analyses remotely at any time," says Maurizio Tramontano, IT manager at IDIR. Thanks to business intelligence (BI) from Business Objects, the company's 14 sales agents can now access all the data for their portfolios and use their Blackberrys and laptops to perform all the necessary drill-downs on the Web.

Sergio Monzeglio, chairman of the board of directors of IDIR Spa, says, "This way, each agent has more knowledge about the customer. They can display not just the product portfolio (with details of individual orders), but also revenue, cost of sale, and therefore the margin, both in absolute and percentage terms, for an individual customer profile and a selected time period."



APPROACH

Initially developed to satisfy commercial requirements, IDIR's BI solutions are being extended to support all the company functions. Tramontano states, "Our objective is to create a data warehouse at the group level, to have all the data consolidated to support group purchasing initiatives. Since we are talking about a purchasing volume of about €125 million a year, you can see how important it is to develop these sorts of policies: we are able to make in-depth analyses and get even better terms from the suppliers."

IDIR chose BusinessObjects Edge, the BI solution for small and medium-sized enterprises (SMEs). Tramontano explains, "We had been interested in BusinessObjects software for some time, but the decision came when we found a competent BusinessObjects supplier who could transfer the potential of a sure market leader platform into our reality." IDIR considers the partner's capacity to present the product competently and to offer solutions to specific requirements an important factor in the choice – but costs cannot be overlooked either.

Tramontano enthuses, "The possibility of having a 25-user package at reasonable cost, with commercial reports and dashboards for the top management, is obviously workable."

RESULTS

Care is required when dealing with the SME market. Products have to be adaptable to various types of commodities, and suppliers must have a flexible approach. "Unlike large companies, projects have fewer licenses," says Pasquale Testa of Nettuno Solutions, the supplier company. "Remember that margins are reduced compared with a larger sales force. We have to show that a complex and flexible product can be accessible to medium-sized businesses."



Medium-sized businesses have the advantage of direct and faster access to top management, but they do not have much in terms of IT resources. They therefore need a supplier to be present on the ground and in whom they can rely in case of need. Testa explains, "It is very important for us to reassure the client, and Business Objects is a great help with this. In this way, the company is pleased to have chosen a reliable supplier and a leading company that will not let it down."

Tramontano observes, "Our Business Objects business intelligence project was started to satisfy internal information requirements, but it is more ambitious: we want to make information available at the group level in order, for example, to create consolidated purchasing initiatives."



A Nettuno Solutions survey shows that many mid-sized companies are not aware of how BI is accessible to their company. Testa concludes, "There is a need for SMEs to be trained and informed about the fact that access to business intelligence methodologies is no longer the exclusive prerogative of large companies – it is also an opportunity that they can grasp."

businessobjects.com



© 2008 Business Objects. All rights reserved. Business Objects owns the following U.S. patents, which may cover products that are offered and licensed by Business Objects: 5,555,403; 5,857,205; 6,289,352; 6,247,008; 6,490,593; 6,578,027; 6,831,668; 6,768,986; 6,772,409; 6,882,998; 7,139,766; 7,299,419; 7,194,465; 7,222,130; 7,181,440 and 7,181,435. Business Objects and the Business Objects logo, BusinessObjects, Business Objects Crystal Vision, Business Process On Demand, BusinessQuery, Crystal Analysis, Crystal Applications, Crystal Decisions, Crystal Enterprise, Crystal Insider, Crystal Reports, Desktop Intelligence, Inight, the Inight Logo, LinguistX, Star Tree, Table Lens, ThingFinder, Timewall, Let there be light, Metify, NSite, Rapid Marts, RapidMarts, the Spectrum Design, Web Intelligence, Workmail and Xcelsius are trademarks or registered trademarks in the United States and/or other countries of Business Objects and/or affiliated companies. All other names mentioned herein may be trademarks of their respective owners. Part # CS411-A