



## MICROSOFT BI SOLUTION FOR COMTRADE DISTRIBUTION BUSINESS UNIT

### COST REDUCTIONS AND IMPROVED CENTRALIZED REPORTING FOR COMTRADE DISTRIBUTION

#### Challenges

- The level of implementation of ERP varied throughout the corporation
- Differences in processes, accounts, automation level, etc.
- Locally, each company primarily uses ad-hoc reports with ERP as the main reporting tool
- No standardized reports at the corporate level, no consolidated reports.

#### Solution

- entire sales process covered on the company and corporation level
- Sales plan statuses monitoring
- Purchase planning of products for future sales, stock tracking and planning
- Consolidated financial reports available at the corporate level

#### Benefits

- Centralized and clear data analysis and monitoring with increased performance and data validity
- Higher level of automation of data gathering and analysis
- Improved consistency and quality of information
- Less human resources are required in the process.

ComTrade IT Solutions and Services implemented a Microsoft Business Intelligence solution for ComTrade Distribution Business Unit in order to deliver a centralized tool for reporting, analysis and control (main areas of monitoring are: Sales, Inventory and Finance).

ComTrade Distribution Business Unit has locations in Serbia (head office), Bosnia and Herzegovina, Montenegro and Macedonia. Although each location uses Microsoft Dynamics NAV as their ERP tool, each one has a separate reporting system, so creating a single consolidated business report on group level consumed a lot of time. It was very hard to have an overview of the entire Distribution operations. Therefore, a comprehensive BI tool was needed in order to enable more accurate corporate reporting and planning. To overcome these issues, ComTrade decided to deploy Microsoft BI Solution. This was a logical step since most of the tools in use were based on the Microsoft platform and technologies - easy to adapt and incorporate.

#### Situation

ComTrade Distribution business unit (CTD BU) has locations all over the Balkans and all companies use Microsoft Dynamics NAV as their ERP system. However the level of implementation of ERP was not the same in different countries.

There were differences in the processes, accounts, automation level, etc.

Locally, each company primarily used ad-hoc reports, using ERP as the reporting tool.

The local reports were not standardized at the corporate level (CTD BU). There were no consolidated reports, no business intelligence tools in use or a centralized IT function responsible.

#### Solution

The solution ComTrade IT Solutions and Services delivered to CTD BU in order to overcome the previous gaps in reporting and control was a Microsoft based Business Intelligence Solution involving Microsoft SQL Server 2008 (Database engine, Analysis Services, Reporting Services), as the back-end solution, and Microsoft Office 2010 and SharePoint server 2010 as front-end.

The solution enabled for the entire sales process to be covered both on the local and corporate level.

Management now has the opportunity to monitor sales plan statuses, perform comparisons of actual results vs. planned



throughout sales departments per product, group of products, categories etc.

The system also provides for purchase planning of products for future sales, stock tracking and planning incorporating the value of goods on stock as well as the aging monitoring.

A very important aspect of this solution is the fact that the consolidated financial reports are available at corporate level.

## Benefits

Solution provides the following benefits:

- Centralized and clear data analysis and monitoring with increased performance and data validity
- Higher level of automation of data gathering and analysis
- Improved consistency and information quality

- Improvement of business agility – the data can be transformed into coherent information in a timely manner as a more efficient decision support tool
- Less human resources are required in the process.

## Technology

Solution is based on the following technologies:

- Microsoft SQL Server 2008 R2 (Data Warehouse, ETL processes)
- Analysis Services 2008 (OLAP cubes)
- Microsoft Office 2010
- SharePoint Server 2010

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