



Data Meaning Revs Up Super Luxury Car Distributor's Reporting With iPad App



Data Meaning

Proof-of-Concept Convinces Management that Data Meaning Expertise Delivers Rapid Results

Business Challenge

The client in this case manufactures an imported super luxury car. In early discussions with Data Meaning, it became clear that the company had an inflexible Excel-based reporting system in place. The reporting system was not kept up-to-date and did not provide robust ability to navigate the data. Data Meaning offered to work with the client to identify their reporting requirements and then built a prototype iPad app that demonstrated how rapidly results could be delivered using business intelligence (BI) reporting tools. Although super luxury cars do not have a large overall market share, manufacturers compete fiercely for a limited number of upscale buyers. To remain successful, the company needs to be aware of competitor brand sales at the national, regional and dealer level in order to monitor trends in market share and respond accordingly. The ability to browse locations and quickly identify overall sales and competitor trends is also important in managing dealership performance. Failure to manage these key performance indicators (KPIs) offers competitors opportunities to take market share.

Interactive Workshop to Identify Requirements

At an initial meeting with executives, Data Meaning talked to the car manufacturer about their high-level BI requirements and demonstrated different approaches to BI reporting. Data Meaning then arranged a follow-up workshop meeting with company executives to discuss their reporting requirements in more detail. Data Meaning used this workshop forum to gather requirements from project stakeholders about the KPIs scoped for the project and how these should be best represented in reports and dashboards. Data Meaning provided business expertise in this collaborative workshop to make sure that KPIs and reporting tools closely matched the client's business objectives.

iPad App Dashboard

Following the workshop meeting, Data Meaning offered to develop proof-of-concept prototype reports and dashboards for the client. The dashboards were developed as an iPad app using the MicroStrategy BI Reporting Tools iPad plug-in. The iPad app is a powerful BI reporting tool because it is very user-friendly and requires little or no training. Updates to an iPad app are delivered directly from a mobile server that typically provides faster response times than a browser-based application. The app can be downloaded for free from iTunes and accessed immediately by emailing a URL link to the user. Application updates are automatically handled by the iPad operating system. Data Meaning is able to implement iPad and iPhone apps because the company has quickly developed expertise using the MicroStrategy app plug-in even though it has only been available for a short time period.

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Results Delivered in Three Weeks

In just three weeks, Data Meaning designed and built an iPad app containing the following near-production-quality features:

- A dealer education dashboard to display technician and dealer personnel-training statistics.
- A sales and market share dashboard to show total current and prior year sales and market share at the national, regional and dealer levels as well as actual sales for the prior seven years versus competitor brands (in charts) at the national, regional and dealer levels.
- A Google map linked to US dealer locations and containing location and sales data for each dealership. The Google map can be navigated to zoom in to view a particular dealer.

Data Meaning's technical expertise in implementing iPad apps offers clients access to these visually rich and easy to use reporting tools, delivered directly into executive's hands.

Data Meaning Business and Technology Expertise

This case illustrates how Data Meaning's business and technology expertise is applied to:

- Quickly identify reporting requirements from users and executives.
- Educate end-users about displaying data using BI reporting tools.
- Demonstrate rapid BI reporting tool deployment.
- Show how BI tools make data available to users worldwide with minimal impact via a web interface or directly to mobile devices, such as the iPad and iPhone.

Business Results

The Data Meaning proof-of-concept iPad app drew immediate praise from the company's US management. The iPad "cool factor" related closely to the company's super luxury image. The app was shown to the company's corporate management in Europe and they are now planning to implement BI tools worldwide. By providing BI reporting tool dashboards directly to mobile users, the company will be able to keep executives up-to-date with KPIs. Monitoring the success of dealer and technician training and comparing performance against competitors at every level will allow the company to manage sales and market share proactively and provide clear direction to improve individual dealer performance.

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The Data Meaning Value Proposition

The Data Meaning value proposition includes bringing critical resources to bear on building BI systems without compromising performance and functionality. Data Meaning is able to provide this specialist expertise directly to clients or as part of a larger implementation team.

To learn more about Data Meaning, please visit www.datameaning.com