

Business Intelligence Case Study

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| Industry | Hearing Aid Retail |
| Client | Sonic Innovations / Hearing Life |
| Key Players | Management Team, State Managers, Branch Managers and Retail Consultants |
| Engagement | Implementation of Business Indicator Reports |

Challenge

- To implement a new business performance indicator reporting structure for Retail Consultants to:
 - identify opportunities for further training and information sharing
 - highlight business critical issues to enable comparisons between states, branches and consultants.
- Data collection from disparate source systems
- Complex business rules for a number of Business Indicators

Approach

- Determine business requirements
- Design Data Warehouse
- Design extract, transform and load processes
- Build Data Warehouse
- Build extract transform and load processes
- Build reports

Results

- Management Team, State Managers, Branch Managers and Retail Consultants analysed consistency and agreed business performance indicators for which timely and accurate data had never been provided
 - Significant reduction in time spent by IT team preparing data for reports
- The solution provided the integration of data from multiple sources which had minimal impact on the current infrastructure with capacity to expand into the future
- Business Indicator reports were initially implemented in Australia and then in USA
- Ability to develop ad hoc reporting has enabled IT department to provide a greater service to company