



MICROSTRATEGY SOLUTIONS FOR MANUFACTURING

MANUFACTURERS USE BUSINESS INTELLIGENCE SOFTWARE TO IMPROVE VISIBILITY AND COMMUNICATION ACROSS THEIR INCREASINGLY COMPLEX SUPPLY CHAINS, WHILE SATISFYING CUSTOMER DEMANDS FOR NEW PRODUCTS AND PRODUCT ENHANCEMENTS.

Seven of the top 10 global Manufacturers and other leading companies in the Manufacturing sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

CUSTOMER ANALYSIS

- Create and analyze a single view of customer information, allowing sales teams and other groups to collaborate and coordinate customer interactions
- Deliver customer service analytics across the organization to better trace which metrics and indicators drive enhanced customer satisfaction

OPERATIONS & FINANCIAL ANALYSIS

- Improve fulfillment by combining and monitoring actual lead times to fulfill customer orders across sales and distribution channels
- Better plan for the headcount requirements of new contracts and service level agreements through analysis of past service contracts and resolution issues

SALES & MARKETING ANALYSIS

- Improve "order promising" (i.e., when a customer is promised delivery or issue resolution) through analysis of historical statistics, expected lead time, and inventory levels
- Speed the time to deliver quotes and orders by enforcing business rules and adding triggers to facilitate correctness as well as up-sell and cross-sell opportunities

PRODUCT ANALYSIS

- More quickly connect customer requirements to the product development process, in order to be the first to market with new and updated products
- Maintain and mine information on customer usage of their product, including specific or unique applications, in order to better develop new products

SUPPLY CHAIN ANALYSIS

- Track service frequency by region and location in order to understand how often a product is re-stocked by distributors, to better predict and prepare inventory and production levels
- Benchmark distributors, regions, and individual locations against each other in an attempt to foster increased attention to goals and metrics, as well as reward high performers and aid underachievers
- Provide detailed monitoring across the entire supply chain, including detailed metrics such as "landed at airport," "shipped to location," and "received in distribution center" in order to stop delivery issues at any point in the process

CUSTOMER SUCCESSES

DUPONT

- DuPont uses the MicroStrategy platform because its user community needed to be able to analyze, summarize, and create reports on their crop protection chemicals and global field data for regulatory agencies.
- DuPont's BI solution has several custom applications for 150 users, and generates over 4,000 reports per month.



OAKWOOD HOMES

- A MicroStrategy-powered extranet environment lets trade partners, lenders, and realtors prepare home buyers for the purchasing and closing of their new home. These reports enable the lender to gather proper documentation to ensure a more efficient home closing process.
- Oakwood Homes' customer care representatives use MicroStrategy to manage homeowners' service requests.



The MicroStrategy platform supports the technical needs of Manufacturing customers:

- The zero-footprint Web interface allows for all users across the global supply chain to access their personalized data and perform any ad hoc analysis on the spot
- One, central location to control all security policies, access control lists, and permissions gives administrators in Manufacturing companies the ability to maintain security across a user base that is dispersed both organizationally and geographically
- Due to increasingly low product margins in most Manufacturing sectors, reducing the bottom line is essential for success, so having one platform that allows complex OLAP, ad hoc analysis, perfect formatting, and scheduled delivery is essential

7 OF THE TOP 10 GLOBAL MANUFACTURERS
RELY ON MICROSTRATEGY

"We're excited about the efficiencies we're realizing by standardizing on MicroStrategy for enterprise reporting, analysis, and monitoring. In particular, MicroStrategy Report Services is easy to use, feature-complete, and very stable, allowing us to phase out other incumbent reporting products."

— RAYMOND APPEL, OAKWOOD HOMES

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The OLAP Survey. For the complete results visit:

<http://www.microstrategy.com/OLAP6Survey>

For a list of customers by industry, including Manufacturing, visit:

<http://www.microstrategy.com/CustomerList>

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