



**Herbalife**, with net sales of \$2.7 billion in 2010, is a global nutrition company that has helped people pursue an active, healthy life since 1980. Its products include protein shakes and snacks, energy and fitness drinks, vitamins and nutritional supplements, and skin and hair products. These products are available exclusively through Herbalife's approximately 2.1 million independent distributors in 75 countries. Herbalife's mission is to change people's lives by providing the best business opportunity in direct selling and the best nutrition and weight-management products in the world.

## Company:

Herbalife

## Applications:

Sales and marketing analysis for the iPad



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—Terryh Adams  
Senior Director of Development  
Herbalife

## GROWING THE BUSINESS WITH BI

A MicroStrategy customer since June 2005, Herbalife relies on MicroStrategy to better manage its worldwide operations. Approximately 500 Herbalife employees, including end users in sales, finance, HR, and marketing, use MicroStrategy dashboards to gain a clear understanding of global sales performance. With MicroStrategy, sales management is able to closely monitor customer attrition and retention by analyzing the amount of active customers each month. Marketing can easily identify opportunities for improvement and determine which promotions, rewards, and events are the most appropriate for each. The HR team can effectively manage human relations processes related to recruiting new employees and assessing supervisor quality. In addition, vice presidents and executives use MicroStrategy to analyze budgets and related trends. Herbalife end users across the company rely on MicroStrategy to uncover insight and capitalize on opportunities.

## MAKING DECISIONS RIGHT AWAY

Herbalife recognized the value of extending the use of MicroStrategy to its mobile global workforce. The goal: to give decision makers fast, mobile access to sales data via an easy-to-use interface, and updated sales numbers on a near real-time basis. With this insight, the management team would have the ability to use an iPad app to pinpoint business areas that the company needed to improve upon—either through better promotions, reward programs, or customer and distributor-focused events—using the iPad.

Herbalife selected MicroStrategy Mobile to build an app that delivers daily sales reporting to iPad users around the world. Called Herbalife Mobile Analytics, the app enables executives to track sales order trends for over



one million orders, with visualized graphs and charts on how well sales orders are hitting targets by region, by country, or by warehouse. In addition, Herbalife is able to monitor the performance of its two million distributors, and track the success of its orders across Internet, phone, and walk-in channels.

With the iPad app, Herbalife can monitor how many customer orders are coming through its channels, like a particular sales center, for instance. “The Mobile app tells our management team how many orders are being fulfilled so we have an idea of the load on that center,” said Terry Adams, Senior Director of Development, Herbalife. “We can also compare that stat to walk-in orders and Internet orders, and monitor the sales effectiveness across the various channels.”

### RIGHT-TIME BI

Prior to MicroStrategy Mobile, Herbalife updated its back-end data every eight hours, and executives had access to sales numbers only from the prior day’s sales activity. Today, Herbalife updates sales data, which feeds high visibility dashboards every 15 minutes so that executives and sales management are able to get a status of sales numbers in near real-time speed.

In fact, when the management team recently attended their biggest sales event of the year, and converged for several days in back-to-back meetings, they still felt connected all the time.

### EASY DEVELOPMENT, SMOOTH DEPLOYMENT

It took about a month to get the app up and running. A successful MicroStrategy Quickstrike—a short consulting engagement—aided by rapid development and a training session on iPad development contributed to a smooth deployment process. Herbalife updates five reports on the iPad, and rolls out new reports every Friday. Once the mobile app went live, executives were fired up, and user adoption took off dramatically.

Herbalife plans to develop more advanced metrics, and in the future, plans to leverage MicroStrategy’s write-back/ transactional functionality on the iPad.

“The Mobile app is intuitive, convenient, and fast,” said Adams.

“The graphs, while beautiful and understandable, are very much customized with our branding, and render insight that is fact-based and valuable. MicroStrategy Mobile will speed the way we operate and create opportunities to fuel our global business.”

“Herbalife executives don’t miss a beat when they’re in meetings, in phone conversations, or traveling because they have their Mobile app at their fingertips,” added Adams.

“MicroStrategy Mobile is indispensable to our management team because they can keep track of the pulse of the business, wherever they are.”

“Some of our top producers have as many as 10,000 people under their sales organization,” said Adams. “With MicroStrategy Mobile, our executives have the ability to tap their iPad devices and track the performance of the company’s top producers instantly, and by glancing at up-to-date sales information, can engage in meaningful conversations with them.”