Digital Transformation of Manufacturing with MicroStrategy 10
The challenge
The globalization of manufacturing puts immense downward pressure on production costs. Manufacturing companies face the challenge of generating productivity improvements in areas that are already relatively efficient. Additionally, providing after-sales services (installation, maintenance, repairs, extended warranties, or replacement parts) means that companies have even more systems to manage with an ever-growing pool of information to analyze. Concurrently, customers are better informed on product performance and pricing, heightening their expectations and demands.

The solution
MicroStrategy 10 is an integrated platform that equips manufacturers with powerful tools to get the most out of their data. Companies are gaining innovative and significant benefits in almost all areas of operations: in the design process, on the production line, from distribution centers, or during the post-sale processes. Applying advanced analytics across diverse and complex data – even in various formats and from disparate sources – can improve processes throughout the value chain.

MICROSTRATEGY 10 provides manufacturers with a platform to transform operations and departments.
The challenge

In 2013, manufacturing firms were responsible for over 60.6% of U.S. exports.* With exports generating massive amounts of data, manufacturers need the ability to blend, analyze, and use that information to stay competitive.

The solution

MicroStrategy helps manufacturers manage supply and distribution networks so they can stay on top of their orders. By analyzing data, manufacturers can efficiently manage inventory materials and boost on-time deliveries.

Scorecards give distribution managers quick insights, and help improve performance, reduce costs, and minimize risks. Customized reports show KPIs and comparisons in real time, such as what shipments have already departed from a distribution center.

Predictive analytics allow manufacturers to align supply and demand by running hypothetical scenarios and forecasting demand based on historical information and trends.

Intuitive and visually appealing dashboards allow production managers to make quick decisions in order to improve reception, processing, and fulfillment times which ultimately lead to increased customer satisfaction.

*Source: Economic Policy Institute: The Manufacturing Footprint and the Importance of US Manufacturing

ORDERS AND SHIPMENTS are reports and scorecards applications that allow operation managers to monitor actual lead times of fulfilling customer orders across sales and distribution centers.
The challenge
Global trade in manufactured goods has more than doubled since 2000—from $4.8 trillion to $12.2 trillion.* The sheer volume of the marketplace necessitates that manufacturers have the ability to break down data to make cost-efficient decisions.

The solution
MicroStrategy helps manufacturers stay relevant in an increasingly competitive and globalized industry. We provide easy access to data, real-time reporting, and alert-based mobile notifications.

With MicroStrategy Mobile, manufacturing managers can pull up their cost analysis at any time, track materials anywhere, and weigh alternative scenarios impacting production—all from their phones or tablets. Write-back capabilities for taking orders, inventory check, and signature capture provide an agile and efficient approval process. Additionally, personalized costs reports based on a user’s security profile are automatically delivered to show the right information at the right time.

Data from different sources filter into a single page scorecard, and the user has the option of drilling down to the smallest of details or viewing side-by-side comparisons of the production costs. MicroStrategy helps manufacturers break down the data to make cost-efficiency decisions easily.

*Source: National Association of Manufacturers/Top 20 Facts About Manufacturing

COST MANAGEMENT provides in-depth cost analysis across multiple sources to help supply chain managers track material, manufacturing, and production costs through multiple layers of information.
The challenge
Ensuring an efficient production line requires real-time monitoring and tracking capabilities. Manufacturers must have the ability to react immediately to alerts regarding disruptions in production or product quality.

The solution
Through real-time reports and comprehensive mobile analytics, MicroStrategy provides solutions for manufacturers to benefit from their exponentially growing amount of data. By providing organizations the ability to monitor and track production and quality data, MicroStrategy helps identify process bottlenecks and ensures high levels of quality control.

Threshold-based alerts allow key personnel to quickly identify potential issues such as extreme weather or a storage facility’s increasing temperature. Push notifications through MicroStrategy Mobile apps then inform key players to enable them to take immediate actions when such events occur. And with refresh capabilities sharing the most up-to-date version of reports based on business needs, employees throughout the production line are informed and up to speed.

REAL-TIME MONITORING provides comprehensive reports and real-time alerts that help manufacturers identify inefficiencies and reduce bottlenecks on the production line.
The challenge

Today, manufacturing workers are more than 2.5 times more productive than they were in 1987.*

How much more efficiency can be squeezed out of the manufacturing process through traditional methods?

The solution

MicroStrategy provides manufacturers with powerful, advanced analytics to help them gain a better understanding of where to make productivity gains in each stage of the business cycle. Increase production, drive scalability, and better coordinate communications while ensuring that your product quality is up to standard.

By diving into the data, users can visualize how initiatives taken impact other areas of the manufacturing process. With MicroStrategy’s unified platform, it is possible to show how changes in budget, labor costs, materials, or inventory would affect overall operations.

Users can create customized dashboards so others see only the information that is relevant based on security profile. Furthermore, it’s possible to integrate with open source and 3rd-party statistical programs to utilize advanced functionality and product features.

*Source: National Association of Manufacturers: “Top 20 Facts About Manufacturing”
The challenge
Manufacturers are unable to overcome informational silos to get a holistic idea on how to improve overall product quality.

The solution
Manufacturers have an abundance of data originating from distributors, customer feedback, and production machines. MicroStrategy is able to blend this data from disparate sources to provide a comprehensive view into what areas in the production cycle can be improved to advance overall product quality.

With MicroStrategy Analytics, manufacturers can forecast product demand and production by optimizing schedules based on the supplier, customer, machine availability, and cost constraints. Additionally, manufacturers can gain performance insight using sensors on machinery in the production center that provides managers with immediate visibility. Furthermore, products with an operating system can directly report and send alert notifications for preventive maintenance.

With the ability to connect to big data sources — including unstructured survey information — combined with forecasting functionality, MicroStrategy empowers manufacturers to identify core factors of process performance, streamline production, and continuously improve the manufacturing value chain.
The challenge

Supply chain managers are unable to make immediate decisions to improve production and order fulfillment without first waiting on IT reports.

The solution

MicroStrategy empowers supply chain managers with self-service analytics to understand data across any area of the business: order fulfillment, operational efficiency, or performance visibility.

MicroStrategy provides self-service analytics so supply chain managers do not need to wait on IT resources to build reports and dashboards. This data discovery application helps them to identify products that are high contributors to revenue and to focus on improving quality for these channels. Additionally, they are able to perform root-cause analyses to identify issues by being able to get access real-time information. This ultimately improves timeliness for order fulfillment.

With MicroStrategy data discovery applications, managers can also leverage sophisticated predictive capabilities to assess the impact of promotions on order demand, better forecast order fulfillment, and proactively prepare for larger orders.

ORDER PLANNING AND FORECASTING are data discovery applications to track and analyze production to help improve timeliness and processes.
ANALYTICS APPLICATION:

STAFF SAFETY AND EMERGENCY RESPONSE

The challenge
Imagine a scenario where emergency responders need to be dispatched, and buildings must be evacuated or locked down. In the case of an evacuation, can you be sure all individuals in your organization exited the premises? If not, how many individuals remain inside and where are they located?

The solution
Usher Professional gives industrial warehouses, factories, offices, and facilities the ability to take fast, targeted action during emergencies. When buildings are evacuated, the entire workforce can receive a push notification. People who are still inside an evacuated building can be quickly identified and located. Regardless of the type of incident, Usher’s real-time insight enhances emergency response capabilities.

In addition, by analyzing Usher data on location, resource utilization, and systems access, management can get a more complete view of employee behavior and take steps to optimize productivity. Management personnel can view real-time maps of user activity and communicate with their dispersed teams at the touch of a button.

STAFF SAFETY AND EMERGENCY RESPONSE applications get visibility into staff location, communicate instantly and react to emergencies.
MOBILE APPLICATION: 
FINANCIAL MANAGEMENT

The challenge
A global supply chain makes for complex financial management. Manufacturers today need the ability to analyze data from disparate sources and run simulations to model how variable costs (fuel, labor) could impact the bottom line.

The solution
MicroStrategy provides an integrated architecture that allows manufacturers to analyze accounting and financial information across multiple sources. Information can be viewed in single page statements combining disparate data, giving users the ability to drill down and access minute financial records or data.

Customized, easy-to-read reports show revenue and expense transactions in real time. Users can analyze financial statements such as cost of goods manufactured by combining materials used, factory labor, manufacturing overhead, and work in progress information. Furthermore, advanced analytics can be used to compute financial statement ratios to determine hypothetical outcomes given different scenarios. For example, are current assets sufficient to make payments on future, theoretical liabilities?

This functionality allows manufacturers to better manage assets, liabilities, capital, revenue, and expenses.

FINANCIAL MANAGEMENT applications use powerful apps to analyze information across multiple sources, set performance goals, and create sophisticated profitability and financial models.
The challenge
Sales teams need access to the latest data and materials in order to make an effective sale.

The solution
MicroStrategy can streamline the sales process by equipping manufacturers with the tools they need to improve productivity and increase sales. From high definition catalogs to order fulfillment, MicroStrategy Mobile can help simplify the sales cycles and arm each sales or manufacturing rep with the information they need for optimal productivity.

MicroStrategy combines data from multiple systems into unified apps and dashboards. Point-of-sale data can be combined with CRM data in order to run reports on trending SKUs. MicroStrategy Mobile helps your sales force shorten the lengthy quote-to-order process with write-back capabilities, inventory check, and signature capture for quick and efficient ordering. With mobile features such as GPS, MicroStrategy allows you to optimize sales routes. For example, reps can find the top five customers in a specific area to optimize their schedule. Being able to deliver the right information to the right person, at the right time, in the right place allows sales reps to effectively and efficiently move a sales opportunity forward.

SALES AND MARKETING ANALYSIS applications speed up delivery time for quotes and orders by monitoring actual lead times, enforcing business rules, adding triggers to facilitate accuracy, and pursuing up-sell/cross-sell opportunities.
**The challenge**
With extensive and complex supply chains, manufacturers are challenged with managing vast amounts of information to optimize the value of each individual supplier across an entire network.

**The solution**
MicroStrategy allows manufacturers to evaluate supplier performance on a daily basis to better negotiate prices, ensure timely deliveries, and maintain high standards of quality across increasingly complex supply chains. MicroStrategy offers in-depth analysis for manufacturers to identify changes in supply and demand and monitor freight costs. In addition, manufacturers can increase the efficiency and effectiveness of their supply chain by improving their perfect order rates and quality while staying on budget. For example, manufacturers can identify areas for leaner operations through scorecards that show the number of deviations in regard to Six Sigma Certification. MicroStrategy predictive analytics allows users to align supply/demand by running hypothetical scenarios and forecasting demand based on historical information and trends. From predictive analytics that help plan supply/demand alignment to distribution services for on-time deliveries, MicroStrategy can help improve efficiency across every stage of your SCOR-based processes.

**SUPPLY CHAIN MANAGEMENT applications benchmark distributors, regions, and locations against each other to increase attention to goals and metrics, reward high performers, and assist low performers.**

Connect and blend data from multiple sources to analyze order fulfillment and production performance in one dashboard. Add thresholds to processes that procure goods and services to meet planned or actual demand. Create metrics on-the-fly that balance supply and demand. Use predictive analytics to help determine the right inventory in the right quantity based on trends, historical data, and hypothetical scenarios.
SECURITY APPLICATION:
DIGITAL BADGE FOR ENTERPRISE

DIGITAL BADGE FOR ENTERPRISE provides secure access to information systems and facilities with smartphone-based digital identity badges.

The challenge
The globalization and digitization of the manufacturing industry brings immense pressure to manage multiple facilities, secure access to supply chain partners, and provide temporary access to facilities and IT systems.

The solution
Usher allows organizations to seamlessly control access to physical locations such as warehouses, factories, and offices. Usher also controls access to sensitive, digital information by issuing secure identity badges to every employee via his/her smartphone. With Usher, employees can unlock doors and gates simply by walking up to them or tapping a digital key on their phone. Usher provides organizations with highly configurable and convenient multi-factor authentication including push notifications, biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. It’s compatible with your existing systems and integrates with mobile application using APIs. Furthermore, Usher generates real-time location data on all employees; this lets managers view where their teams are working to improve collaboration and communication.

Corporate employee

Functionality provided:
Connect to workstations/enterprise applications
Access to sensitive digital and physical assets
Entry into MicroStrategy Desktop
Identity verification

Store employee/Manager

Functionality provided:
Unlock workstations/enterprise applications
Entrance to facilities/garage
Timekeeping
Access to sensitive digital and physical assets

Vendor/Supplier

Functionality provided:
Timekeeping
Entrance to facilities/garage
Factory equipment access
Security entry

FUNCTIONALITY PROVIDED:
DIGITAL BADGE FOR ENTERPRISE provides secure access to information systems and facilities with smartphone-based digital identity badges.

- Corporate employee
- Store employee/Manager
- Vendor/Supplier

- Functionality provided:
  - Connect to workstations/enterprise applications
  - Access to sensitive digital and physical assets
  - Entry into MicroStrategy Desktop
  - Identity verification
- Functionality provided:
  - Unlock workstations/enterprise applications
  - Entrance to facilities/garage
  - Timekeeping
  - Access to sensitive digital and physical assets
- Functionality provided:
  - Timekeeping
  - Entrance to facilities/garage
  - Factory equipment access
  - Security entry
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
With more than 500 employees and an annual revenue of €200 million, Gonzalez Byass is regarded as one of the most well-known Spanish wineries. Its distribution network extends to the UK, Mexico, the US, and Asia.

With technological advances and the emergence of mobile devices, the company's legacy information and presentation system was quickly becoming obsolete. Only accessible from the web, it was challenging to perform on mobile platforms. According to Guillermo Vallejo, Gonzalez Byass, “…the level of satisfaction regarding our information tool was adequate. However, there was concern that although the data seemed reliable and on time, there were times that it was not well presented. The information appeared uninteresting as the tool did not allow us to dive into the data.”

At the time, the company had a growing number of users who wanted to access data through mobile devices. To resolve the need for better navigation, information display, and mobility, Gonzalez Byass chose MicroStrategy for its industry-leading solutions. "At first we replicated the information we had at the old systems... but now the system is more manageable and intuitive," says Guillermo Vallejo. "Today, we see the whole picture." The MicroStrategy scorecard now allows Gonzales Byass users to easily browse and analyze data for effective monitoring of business performance.

PROFILE

Industry Specifics: Food and beverage - Winery

Location: Spain

Products: Architect, Mobile, Server, Web

Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps, Enterprise Data Discovery
Kinross is a global company with employees that speak English, Spanish, Portuguese, Russian, French or Arabic. They needed a mobile solution that would work for their diverse staff around the world. MicroStrategy was able to meet that challenge, and today, Kinross’ mobile application is used across multiple countries and automatically changes its language display based on the location or preference of the user.

Having a mobile application has benefited Kinross’ fleet management supervisors who are always on the go. With transaction services, the supervisors are able to input data directly from the field which accelerates decision-making processes. Prior to MicroStrategy, Kinross would compile data in Excel to present to management. They lacked the ability to drill down, but now with MicroStrategy, they can drill down and access the information while mobile. Kinross has seen a significant reduction in time and cost to produce reports. This has freed up more time and resources to analyze data and identify areas to improve mining operations.

Kinross’ VP of Information Technology summarized the experience, “We weren’t getting the right information at the right time to make effective business decisions... we were spending too much time maintaining systems and getting them to the point where we can actually deliver business value. We needed to make a course correction in our BI strategy -- that’s when we started to look to more robust solutions and ended up choosing MicroStrategy.”

PROFILE
Industry Specifics: Gold ore mining
Location: Canada
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps
Campofrio, one of Europe’s largest food processing companies, faced the challenge of keeping its executive leadership informed on business operations in a timely manner. Top decision-makers had to be in front of their computer to access relevant information. Communication was complicated when coordinating among countries and throughout the production/distribution line.

Campofrio partnered with MicroStrategy to develop a corporate analysis application called ‘Spider.’ The application was designed to provide instant and comprehensive information to better inform executives. According to Risk Management and Market Analysis Manager Regis Lefaucheur, Campofrio selected MicroStrategy Mobile for its technical reliability, the responsiveness of the account team, and that the MicroStrategy proposal met expectations in terms of the app’s functionality and interface.

Spider empowers company leadership with mobile access to sales, marketing, manufacturing, product, employee, and financial data. It can quickly access Campofrio’s large database and allows users to move effortlessly from one data set to another.

With the application successfully improving workflow and business operations, Campofrio now plans to expand the application to the director level, effectively adding 150 additional users. New metrics and KPIs are being added to provide real-time data for daily sales, deliveries, orders, and quality of service.
Weiler Corporation is a world-class industry leader and global manufacturer of surface conditioning solutions. The company works to enhance the longevity of equipment, providing significant value to its customers. As a manufacturer, Weiler offers an array of different industrial cleaning brush types, from power brushes to non-woven abrasives that finish, grind, clean, and surface.

In a dedicated effort to improve its systems and operations, MicroStrategy conducted an analysis of Weiler Corporation’s welding and fabrication process for one of its top revenue-generating machines. With its custom-built MicroStrategy report, Weiler discovered that too much time was being wasted in the machine setup phase. Weiler was able to take corrective actions in its processes and ultimately reduced the setup time from 30 minutes to just five.

Because of efficiencies gained through data analysis, Weiler Corporation now benefits from an 85% reduction in downtime in the manufacturing of brushes. To maintain such efficiency, Weiler uses the MicroStrategy data wrangling feature to analyze pipeline data embedded in Salesforce or at its warehouse.

Weiler system managers can run an overall equipment effectiveness report to see how well machines are performing, and based on live data, automate staffing for machinery. They are also able to conveniently conduct data visualization and wrangling functions within their company app – there is no need to exit the application to run a separate report.

PROFILE

Industry Specifics: Brush manufacturing (Welding and fabricating)

Location: United States

Products: Architect, Mobile, Server, Web

Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps, Enterprise Data Discovery