Company:

DeRoyal Industries

Applications:

Sales Insight

"Before adopting MicroStrategy Cloud, we had more questions than answers. Our analytics were based on anecdotal evidence, so it was hard to take action on our information. We were always afraid it was not completely accurate."

- Angie Sewell
  Vice President of Information Technology
  DeRoyal Industries

"If you have a lot of products with many different divisions, then MicroStrategy Cloud is an easy way to get the analytics that you need to make good important business decisions."

– Greg Hodge
  Vice President of Sales and Marketing
  DeRoyal Orthopedics Division

DeRoyal Industries is a manufacturer of healthcare products. With over 2,000 employees operating in five US states and five countries, DeRoyal produces more than 25,000 products through its Surgical and Acute Care, Orthopedics and Implants and Wound Care divisions.

OUTDATED INFORMATION INFLUENCES DECISION MAKING

With an extensive product portfolio to manage, DeRoyal was challenged to track orders, sales, and production data effectively. Most tracking was done using spreadsheets of one kind or another, supplemented by the occasional homemade system or static, hardcopy report. Those needing information had to ask the data owner to conduct the analysis and create the report. As a result, requests often took days to turn around, if they were answered at all. This left DeRoyal managers to make business decisions that were too often based on old or anecdotal information.

FAST TIME TO VALUE WITH MICROSTRATEGY CLOUD

After meeting with several top-tier business intelligence vendors, DeRoyal chose MicroStrategy Cloud. By adopting MicroStrategy's Cloud solution, there was no need to invest in any hardware or infrastructure and the time to value was very fast. DeRoyal also avoided the need to invest in future software upgrades. As part of the implementation, the project team set up a VPN between MicroStrategy and the DeRoyal network to connect the databases.

Today, DeRoyal takes a nightly snapshot of data from their ERP system for orders, backorders, shipments and production, and makes it available in easy-to-read dashboards. Future enhancements will expand the system to offer timely data on accounts receivable, manufacturing operations, and additional sales metrics.

MICROSTRATEGY PROVIDES MOBILE DATA ANALYSIS TO KEY DECISION MAKERS

MicroStrategy Cloud has given DeRoyal Industries greater agility and cost effectiveness by offering the following benefits:

- **Superior data analysis.** DeRoyal employees now have immediate access to accurate, timely data. Drawing from a central database, staff can break down sales, orders and production information by product line, individual products, parent customer, and specific customers.

- **Empowered decision-makers.** Access to DeRoyal's business information is no longer exclusive to the individual who manages the data, and staff no longer has to request data analysis from the data experts. MicroStrategy Cloud empowers all employees – from senior management to sales and product marketing – by making the same information directly accessible to everyone.

- **Enhanced mobillity.** A mobile app enables employees to access DeRoyal's cloud application everywhere they go. Senior executives sitting at the management table now conduct data analysis on their tablets, and sales and products representatives access data on their mobile devices while traveling to client sites.

MicroStrategy Cloud had an immediate impact on DeRoyal's business process by reducing the risk of certain decisions. While the previous system led to a high degree of uncertainty, DeRoyal managers now have the data to make informed decisions with greater confidence.

For example, DeRoyal's management team now incorporates a data review in their weekly meetings. During one meeting shortly after implementation, the team noticed an unusual trend. An executive picked up his tablet, accessed the company's MicroStrategy application, broke down the data and identified the specific customers driving the trend. The group then discussed options and determined a strategy for moving forward.

Previously, it would have taken days to identify the trend and even longer to understand the reason. Now DeRoyal employees can identify a problem early, pinpoint the cause, and arrive at a timely solution.

Before MicroStrategy

- Data managed on spreadsheets or hardcopy reports
- Few employees had direct access to data
- Management data requests took days to complete

Goals

- Break down data by product, division, and customers
- Empower employees with mobile access to data
- Minimize solution acquisition and maintenance costs

After MicroStrategy

- More agile data analysis
- Enhanced mobility and greater access
- Reduced risk in business decisions