Enterprise Reporting Case Study

Reduce complexity, engage stakeholders, and choose the right tool.

At a glance

Logicle helped this company avoid a unnecessary SaaS subscription, engage stakeholders in a company-wide BI effort, and set the course for a data-driven culture.

Key metrics

In addition to the countless hours in manual work that were eliminated, Logicle was able to save the company from an unnecessary SaaS subscription and identify sales opportunities blocked by inadequate tools.

$735K
SaaS costs saved

$1.8M
Sales opportunities recovered

Logicle Analytics

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CHALLENGES ⌄

A well-respected CPG company with $20M ARR was on the verge of signing a 3-year SaaS subscription with a BI vendor. The company had multiple systems of record, siloed data, siloed processes, & no data governance. Stakeholders were jaded by multiple "magic bullet" software rollouts. Reports were complex & required more manual work to be of use. Master data management was non-existent.
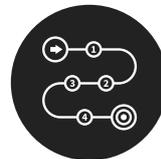
SOLUTIONS ⌄

Logicle delivered the assessment, implementation, and training needed to make sense of the fragmented data environment. The first order of business was to hear the voice of the stakeholder - not just the highest-paid person's opinion (HIPPO).

In-Depth Assessment

Implementation Roadmap

Deployment & Coaching

BENEFITS ⌄

1 **Broad stakeholder participation**

We gathered detailed input from data stakeholders across all company locations in North America. For some, this was the first time they had been asked for input.

2 **Informed BI tool evaluation**

The results informed what to look for in a BI tool from all major vendors, and quickly showed that upgrading the existing tool was the answer--not adding a new one.

3 **Data-driven culture**

By establishing sound data management practices and aligning business processes with data assets, this company made the first steps in the journey to a data-driven culture.