

STRATEGY + PRODUCT MINDSET = COST-SAVING ANALYTICS

CHALLENGE: OBSTACLES TO BUSINESS INSIGHTS FROM ALL DIRECTIONS

Towards the tail end of a multi-year, enterprise-wide SAP implementation, our client, a US-based manufacturer of building products, faced several challenges to accomplishing its analytic objectives. IT teams struggled to enrich, extract, or transform data in any meaningful way amid multiple data sources and custom hierarchies. Key ERP and transportation management modules in SAP couldn't easily talk to each other. And when teams tried to bring in third-party data to increase visibility in specific areas of the business (like shipping logistics) the process required even more time and manual effort. Providing management with useful reports was arduous and understanding trends across historical data sets was nearly impossible. Without a single source of truth, key areas of the business— sales, finances, logistics, and manufacturing—lacked the insights they needed to make strategic decisions.

SOLUTION: A STRATEGY-FIRST APPROACH TO ANALYTICS PRODUCT DEVELOPMENT

Client leadership understood that getting on the right analytics path would require more than just technology, so they turned to Aspirent for help designing and building a modern data and analytics strategy—one that would provide a better and more scalable data foundation for developing the analytics products they needed today and in the future. Here's how we brought the strategy to life:

- Defined an analytic product roadmap that identified a list of analytical use cases, prioritized them based on value and alignment to vision, and established KPIs for each phase of development.
- Created an end-to-end scalable analytical platform based on Snowflake and utilizing multi-cloud resources to enable the roadmap.
- Extracted 200+ tables from the client's existing SAP system using Azure Data Factory and landing raw exports into Azure Data Lake Gen2.
- Built a curated multi-dimensional layer using Databricks that loads into Snowflake; combined multiple input sources and applied business logic, custom hierarchies, and record-level attributes.
- Identified and integrated third-party data sets from Snowflake that would enrich existing data and decision-making.

With a coherent strategy in place and the data easily accessible, we then created 12 certified data models, 20 certified Power BI dashboard products, and trained 150-plus users how to create and consume reports.

RESULTS:

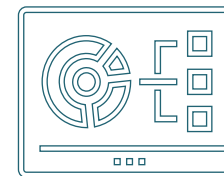
Millions in savings and a scalable platform for needle-moving insights

The revamped data strategy and multi-source technology platform has allowed the client to move from a chaotic data landscape to a set of targeted analytics products that make it easy to quickly and accurately analyze the data that drives its business—today and in the future. Here are just a few examples of the impact:

\$3M-\$5M

Freight lane optimization:

By replacing the team's time-consuming manual data collection and analysis process with an auto-feed of freight lane rates from the Snowflake Data Marketplace, the team was able to identify an estimated **\$3M- \$5M in annual savings**.



Vastly improved reporting and business visibility:

Accurate and timely dashboards are now just a click away for business users across departments and hierarchies. Business teams can pull indicator reports on a regular basis and adjust their pricing, sales, customer service, or manufacturing strategies to maximize opportunities.

6K

Cloud usage and cost optimization:

We helped the client understand and manage the use and associated costs of their new cloud-based data and analytics environment. The resulting savings—including an estimated savings of **6,000 man-hours**—and the shifting of the funds they enabled helped offset the cost of the client's overall investment.