

CASE STUDY

satsuma

I N S P I R E D B U S I N E S S S O L U T I O N S

YAMAHA MOTOR CORPORATION - Yamaha Motor Corporation manufactures and sells motorcycles, scooters, electro-hybrid bicycles, boats, sail boats and many other types of motor vehicles. Yamaha Motor Australia was incorporated in June 1983, becoming part of a large international corporation with subsidiaries all over the world.

Yamaha Motor Australia: has always met market demand by offering better quality, higher performance products that fully utilise Yamaha's advanced technology.

• THE CHALLENGE

The Motorcycle Sales division within Yamaha Motor Australia had data in many diverse systems such as AS400 and SQL servers and as a result had no easy way to amalgamate and bring this information together for reporting and analysis purposes.

Standard sales reporting is done monthly, and therefore requires timely information from month-end. However, the reporting process took several days after the end of the month, failing to meet the business needs for timely analysis.

Not only was the process time-inefficient, the ad-hoc reporting requests became a drain on the IT department's resources. There was no easy or quick way to obtain information from the systems in use, so valuable time and resources had to be diverted to adhere to these requests.

Even once the information had been obtained, the reporting system had no in-built ability to analyse the information. This means senior executives could not view daily sales targets and budgets or determine market share across categories. They couldn't compare retail and financial sales, or get a clear picture of warranty registration. In fact, Yamaha realised that there was serious room for improvement when attempting to evaluate the business situation.



SOLUTION OVERVIEW

Customer: Yamaha Motor Australia, Motorcycle Division

Industry: Automotive

Function: Sales of motorcycles

Solution: QlikView resolves data retrieval and reporting issues

Benefits:

- Easy to use
- Reporting is not a drain on IT
- Saves time for sales staff
- Standard and ad-hoc reporting
- Delivered within weeks

CONTACT



MATTHEW CUNNEEN

Managing Director (Australia)

T +61 (2) 8212 5666

M +61 (0) 404 085 427

E matthew.cunneen@satsumas.com

W www.satsumas.com

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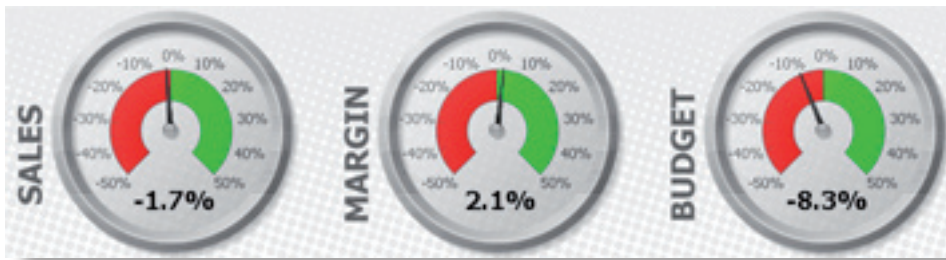


Fig 1. A sample QlikView dashboard

• THE SOLUTION

Satsuma built and delivered an easy to use, quick and visually attractive solution using QlikView business intelligence software. QlikView was used to bring all the information from the many disparate sources into the one optimised logical data structure, thus eliminating the need to manually compile this information each time a report is required. The QlikView software enables Satsuma to create high-level dashboards for the Motorcycle Sales division which shows daily sales against targets and budgets as well as market share across categories.

The solution now allows market share trend analysis with the ability to slice and dice by limitless parameters (dimensions). In addition, Yamaha are now able to compare retail sales and finance sales in the one place - analysis that was previously impossible.

Warranty registrations can now be analysed by category, post-code, state and many other dimensions - by whatever parameters are required by the user - at the click of a button. Not only does the team have the standard reports but also the ability to do ad-hoc queries in an instant, with all of the data up to date as per the last re-load (overnight). As well as the benefits of having this information available to the team, it also eliminates the drain on the IT department's resources.

The ultimate win for Yamaha was that the solution was designed, delivered, built and ready to use at business level within weeks.

ABN 63 096 080 698

QlikView

QlikView is the world's fastest growing business intelligence software company.

Satsuma has been a QlikView reseller since 2006.

THE TECHNICAL PLATFORM

- QlikView 8.2 Server running on a Microsoft IIS server platform
- QlikView 8.2 Analyser+ web clients, used by the business
- Connecting to 3 * AS400 data stores and a single SQL Server database



THE EXPERIENCE

"With their knowledge of relevant technical issues and in providing us with highly innovative and creative advice, Satsuma have supplied us with a reporting and analysis solution that has greatly contributed to us achieving our business goals, it has saved sales staff many hours per week. The information captured in the solution is very important to the business as it works with the core sales of the company which in turn directly affect the profit."

Daniel Camilleri, Systems Administrator.

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