

## 70% reduction in sales reporting costs for a premium lifestyle brand

Trantor's BI expertise solved the data dilemma!



### Client

The client provides end-to-end operational solution for aspirational youth lifestyle brands, covering over 3,000 retailers worldwide with offices and distribution functions in the US, Canadian, and European markets offering wholesale and e-commerce opportunities.

### Industry

Fashion and Lifestyle

### Business need addressed

The client had a lot of data inflow however, managing and analyzing it to get actionable insights was a big challenge. The client wanted real-time reports to manage its key business information and make smarter and faster decisions.

### Trantor solution

Trantor built customized sales and channel sales dashboards to provide actionable insights from tomes of data.

### Business Benefits

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**60%** faster processing of sales report

**70%** reduction in sales reporting cost

**Increased** accuracy of reporting and analysis

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*"Trantor's extensive knowledge and experience in technology provided us with right business solutions. Much needed and highly recommended team."*

- Marketing Manager

### Objective

The client was looking for a data and reporting solution that would enhance the data mining process to produce faster and accurate results.

### Project Goals

- Design a process that would reduce the data extraction, transform and load timing
- Facilitation of sales planning through accuracy in reports generated
- A centralized data mining process that could be useful for all departments

### Business Matters

The client has a centralized platform for reporting and analysis, which has reduced reporting costs by 70%.

## The Problem

The client was facing challenges in analyzing and maintaining key business information, and wanted real-time reports to make smarter, faster decisions. Some key problems were:

- The sales information was distributed into independent systems. The challenge was to consolidate data from various systems and sources onto one system.
- Inability to distribute tailored information to various departments within the organization.
- Lack of information consistency as different departments were doing their own data aggregation.

## The Trantor Approach

After a complete analysis of the client's business needs and current data analysis process, Trantor designed an ETL process to extract databases from several third party applications. This data was further transformed and loaded into target systems.

*Streamlining and consolidation of multiple reports into a centralized dashboard solution increased the accuracy of the analyzed reports.*

## The Solution

Trantor reorganized client's data to provide meaningful insights. They also built customized sales and channel sales dashboards, facilitating future sales planning for managers and representatives.

Highlights of the solution include:

- Integrated 10+ years of sales data into one system
- Created dashboards that contained critical KPIs for company's sales representatives
- Improved data input controls that eliminated the need to re-enter data
- Enhanced dashboard features for improved data visualization

## The Benefits

- Faster processing of sales reports, reducing turnaround time by up to 60%
- Sales reporting costs reduced by 50 to 70%
- Increased accuracy of reporting and analysis

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## About Trantor

Trantor delivers innovative technology solutions, which enable our clients to achieve their business objectives at reduced cost. With expertise in both Cloud-based and traditional applications, we understand all aspects and challenges of software development from product and feature definition to core product development and QA, deployment, and ongoing maintenance. Our deep experience in fintech, ecommerce, captive centers, and custom software development is unparalleled.

## Contact Us

- ✉ [info@trantorinc.com](mailto:info@trantorinc.com)
- ☎ +1 (650) 646 7818
- 📍 [www.trantorinc.com](http://www.trantorinc.com)