



INFORMATION BUILDERS SUCCESS IN

The Mid-Market



Information Builders provides **better data** and **better analytics** to improve operations and business performance.

Better Data at Winston Brands

“iWay has enabled us to rapidly build interfaces that are economical to run and easy to maintain. Its reusability saves us a tremendous amount of time and resources.”

Matt Pryce
IT Director

Better Analytics at Steel Technologies

“Our customers expect to see an accounting of every pound of steel that we process, including scrap. We use WebFOCUS to keep a finger on the pulse of where our inventory stands at every point in time.”

Jim Honerkamp
Chief Information Officer

BETTER DATA

Data Integration and Data Integrity Requirements for Mid-Market Companies

- Broad-reaching integration that ties together all data, regardless of its location or format
- Robust B2B automation to streamline and coordinate workflows across departments, facilities, and with third parties
- The ability to ensure the completeness, consistency, and accuracy of enterprise information
- A single view of key business entities, such as employees, customers, products, and partners, across all sources

BETTER ANALYTICS

Analytics and Reporting Requirements for Mid-Market Companies

- The ability to obtain real-time intelligence about operations and activities from any PC, laptop, smartphone, or tablet
- Comprehensive performance management to create a culture of accountability through close monitoring of metrics and KPIs
- Highly accurate sales forecasting, marketing modeling, and other predictive capabilities
- A deep understanding of customer sentiment from Facebook, Twitter, and other social media sites
- Interactive business intelligence (BI) apps that make analytics content readily available to casual business users

Operational BI boosts **productivity**, and **increases effectiveness** in sales, marketing, inventory management, and other activities.

Food For The Poor

Food For The Poor is the largest international relief and development organization in the U.S.

Boosts Worldwide Relief Efforts

Real-time access to information about finances, history, goals, achievements, and appeals has had a positive impact on direct mail, donor relations, and other fundraising activities. Food For The Poor can now quickly respond to humanitarian emergencies, while reducing its operating budget.



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Helzberg Diamonds

Helzberg Diamonds is a fine jewelry retailer with more than 200 stores across the U.S.

Increases Revenue and Anticipates Market Trends

WebFOCUS, Information Builders' BI and analytics platform, allows users at Helzberg stores to examine product sales and campaign performance, and track store-specific information, such as individual associate performance, credit sales, and extended care plan performance. The insight helps the company up-sell and provides additional value to customers and partners, while also increasing the average sale.



InfoApps deliver interactive analytics content to business users, giving them **quick answers** to **important questions**.

Steel Technologies

Steel Technologies is a steel processor with 24 facilities in the U.S., Canada, and Mexico.

Manages a Complex Supply Chain

Business users have insight into inventory, sales, purchasing, finance, manufacturing, and trading partner interactions through reports and InfoApps™. Production managers can instantly react to changes in forecasts by identifying material excesses or shortages, finance officers can better gauge returns on invested capital and cash position, and sales managers can monitor current sales activity, pending opportunities, and forecasted sales.



Self-service analytics **empower users** to independently satisfy their own information needs.

Lipari Foods

Lipari Foods is a regional wholesale food distributor.

Stays Fresh and Competitive

A cohesive enterprise reporting environment – complete with real-time alerts, interactive reports, scheduled reports, exception-based reports, and analytics dashboards – provides employees and customers with better visibility into the supply and distribution process. Users can easily access this information on PCs, tablets, or smartphones. Managers can now monitor trends and review transactions, eliminating waste in the supply chain.



Qenos

Qenos is Australia's sole manufacturer and leading marketer of polyethylene.

Empowers Users With Improved Reporting

When reliance on custom-built reporting applications put tremendous pressure on IT staff and delayed information delivery, Qenos deployed WebFOCUS. More than 800 users ranging from senior management to workers in sales, marketing, human resources, and product and safety can now easily generate their own customized, functionally rich web-based reports that pull information from a variety of disparate data sources.



Data visualization presents information in compelling images, making it easier to **interpret** and **retain**.

Victory Packaging

Victory Packing is a provider of full-service packaging solutions.

Wraps Up Enterprise Reporting

A highly interactive, visual environment with reports, dashboards, and analytical tools was implemented to offset the negative impact of growth via rapid acquisition, as well as to replace manual reporting processes. Everyone from senior executives to line managers can now make better decisions. Efficiency has been increased; customer demands are more rapidly responded to; and key processes, such as inventory control, have been enhanced.

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B2B integration **enables real-time collaboration** and **information sharing** with clients and business partners.

Mark Anthony

Mark Anthony is a manufacturer of wines and alcoholic beverages.

Automates Order-to-Cash Processes

To automate the tracking of critical warehouse transactions, Mark Anthony deployed a new integration architecture that streamlines the flow of order, warehouse, billing, and shipping/receiving data within the company and to external partners. Orders are now processed 75 percent faster, data quality has improved, and hours of labor are saved each week.



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Business process automation **increases the efficiency** of key activities and workflows.

Winston Brands

Winston Brands is a leading multi-channel merchandising and gift catalog firm.

Supports Rapid Growth

Experiencing explosive growth, Winston Brands wanted to automate business processes across its infrastructure. iWay has empowered developers to link an order entry system to a warehouse management system, automating the flow of sales, marketing, and inventory data, as well as invoices, order fulfillments, purchase orders, and other transactions and messages. This gives Winston a significant competitive advantage.



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How Information Builders Can Help

Information Builders Partners With Mid-Market Firms to:

- Create a unified information architecture that supports core activities across the business
- Improve decision-making by providing operational workers with timely information
- Achieve enterprise-wide visibility into marketing, sales, purchasing, and other important functions
- Improve information sharing with customers and partners
- Facilitate regulatory compliance with accurate and trustworthy data
- Increase productivity by automating key processes and workflows
- Obtain a single, consistent view of products, employees, and customers across all data sources

We partner with our clients to achieve the highest levels of customer satisfaction in the industry.

