



Business Challenges and Objectives

- The client's objective was to leverage the Azure platform for data migration and harmonization from diverse sources to enhance business operations.
- They wanted to establish an integration process to streamline data flow from various sources into the data warehouse, facilitating seamless data onboarding for comprehensive analysis and reporting.
- The client also sought to boost data availability and reporting efficiency by introducing self-service analytics capabilities, empowering users to access and analyze harmonized data for well-informed decision-making.

Client

- Our client is a medical technology company focused on developing and commercializing innovative medical devices to treat complex and challenging cardiovascular conditions. They are more than a decade old in the industry with a constant focus on improving the medical infrastructure through technology.

Industry

- Manufacturing

Function

- Sales

Technology

- Cloud Services



The Solution

- The team established a centralized data warehouse within the Azure Cloud to store data sourced from various ERPs.
- For the Employee Information report, data was extracted from the HR Database, enabling a comprehensive analysis. The information included interview rounds, candidate skills, and other pertinent candidate details.
- Data from ADP was carefully extracted and loaded into Azure SQL Database, where essential ETL (Extract, Transform, Load) processes were conducted. This was done to give business users a clearer understanding of hierarchical data.
- To streamline data extraction and loading, the team harnessed the power of Azure Data Factory (ADF) and Logic Apps.
- A Quota Pace Report was created to monitor sales targets for sales representatives and managers.
- The report was further differentiated by region and maintained with regular updates through Power Automate.
- The team also developed Power BI reports, including HR Reporting, Spend Analysis, and Quota Pace reports, utilizing model views to enhance data representation.
- In addition to these efforts, self-service analytics features were implemented to empower the team with enhanced data exploration capabilities.



Outcomes and Benefits

- The creation of a Quota Pace Report aimed at scrutinizing sales performance concerning quota achievement for territory managers aligned with specific regions.
- Development of Speakcore reports for the management of events. These reports encompass comprehensive details of completed events, categorized by Region, Territory, and Area, while also offering a preview of upcoming or ongoing events.
- Improved visibility into daily sales figures and order status, facilitating more informed decision-making and resource allocation.
- Timely identification and resolution of overdue orders, leading to heightened customer satisfaction and a reduction in backlog.
- Revenue Optimization: Employing price-by-part analysis to guide data-driven pricing decisions, ensuring competitiveness while maximizing profitability.
- Incremental Revenue Growth: Utilizing incremental revenue analysis to gain in-depth insights into factors driving revenue generation, enabling targeted strategies for boosting additional sales.