

IntelliVIEW *delivers 75% savings in report development time* for Global Leader in manufacturing residential garage doors

The Customer

Clopay Building Products is the subsidiary of the USD 1.4 Billion Griffon Corporation. It is the largest manufacturer of residential garage doors in the US and a leading supplier of industrial and commercial sectional doors

Environment

Clopay had invested in technology and capital equipment on the manufacturing side and had a huge distribution set-up to service, maintain relationships with installers and retailers. Clopay's business system includes:

- 4 manufacturing facilities
- 47 company-owned distribution centers across the United States & Canada that maintain an inventory of products to accelerate delivery time
- 2000 independent installing dealers and a chain of major retail outlets

Users



Operational Managers

Key Information Needs

Depend on critical supply chain information to locate bottlenecks in distribution and to monitor status of customer order or batch production



Sales Force

Depend on information to track & manage the success of promotional campaigns

Strong relationships with dealers & retail outlets and real-time business critical information is critical to Clopay's success

Key Challenges

A key deliverable of the IT Team is to optimize the business processes for greater efficiency and profitability. Though the quality of data collected by the existing system was top of the order, the method of reporting wasn't helping the company achieve its goals. The Key challenges were:

- Batch mode of generating month-end reports did not meet needs of information consumers
- Significant dependence on IT
- Report creation & distribution was resource & time intensive for IT
- Unavailability of ad-hoc report creation capabilities
- Poor process control and loss of traceability and efficiency at all levels

Highlights

Clopay Building Products

- Global Leader in manufacturing residential garage doors

Environment

- 4 manufacturing facilities, 47 distribution units, 2000 installing dealers
- Real-time business critical information is key to success

Key Challenges

- Current system did not meet needs of information consumers
- Significant dependence on IT
- No flexibility to analyze information according to individual / dynamic needs

IntelliVIEW Solutions Deployed

- IntelliVIEW Reporter, IntelliVIEW Designer, IntelliVIEW Report Analyzer

Key Results

- Saved up to 75% of report development time
- Attractive TCO & Rapid ROI
- Optimized operational processes and improved efficiency

Solution Deployed



- IntelliVIEW Reporter
- IntelliVIEW Designer
- IntelliVIEW Report Analyzer

Clopay chose IntelliVIEW, a new generation solution that offers “Flexible” and “User-driven” reporting solutions. With IntelliVIEW Designer, Clopay drastically reduced report creation time for Pre-formatted Reports such as Purchase Orders, Invoices, Financial Reports, etc.

IntelliVIEW Reporter and IntelliVIEW Report Analyzer enabled minimizing end-users' dependence on IT for interactive Business Reports and empowered them to modify and analyze their own reports with minimum training.

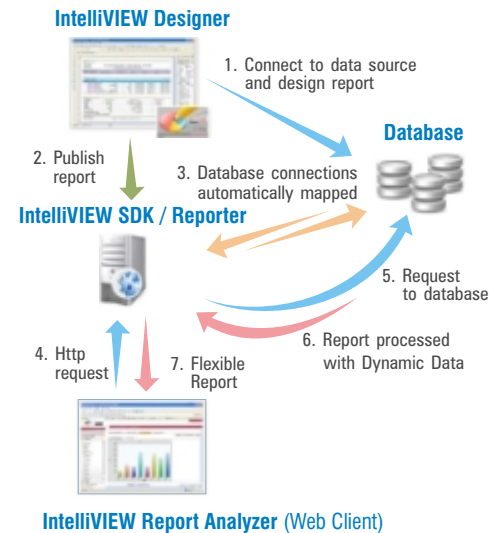
End-users are now able to create and view reports from all the 47 distribution centers and the 4 manufacturing facilities spread throughout USA and Canada. Users could connect to create and view reports from anywhere, over the web. With ad-hoc reporting sales managers are now able to plan promotions and annual sales plans with the retailers right across the table! Even users with minimal computing skills are able to be fully operational in a day. It has also eased the deployment process by enabling end users to export data to CSV, Excel and PDF formats.

At Clopay, there is now better process control and its goal of optimizing business processes to improve profitability is attained.

Key Results



- **Lower IT Overhead**
 - Saved up to 75% of report development time and effort using IntelliVIEW's report design capabilities and re-usable report objects
- **Improved Profitability**
 - Enabled the customer save significant costs by leveraging existing investments in hardware
- **Faster Time to market**
 - Rapid and informed business decisions enabled faster time to market for new products
- **Improved customer service and relationship record**
 - Sales Managers could plan promotions and SKU-wise annual sales plans with the retailers
 - Better tracking process improved relationships with installers and retailers
- **Improved Productivity**
 - Optimized operational processes and improved efficiency
- **Attractive TCO & Rapid ROI**
 - Minimal IT overhead, easy deployment and ease-of-use resulted in low TCO and helped the customer achieve rapid ROI



Synaptris Highlights

- Headquartered in San Jose, CA with a global footprint
- Over 2,250 customers across 80 countries and multiple verticals
- Over 90 Partners across North America, Europe, Africa, Middle East & Asia Pacific
- Over one hundred Fortune 1000 customers

About IntelliVIEW

IntelliVIEW is a next-generation reporting solution that offers interactive, easy-to-use reporting and analysis capabilities to users, while overcoming the key challenges associated with traditional reporting. IntelliVIEW improves user productivity and efficiency significantly while minimizing IT overhead, by providing users with the flexibility to modify, interpret, extend and analyze report information without training or dependency on the IT team!



Synaptris delivers "flexible" and "easy-to-use" reporting solutions that empower users to make rapid & informed business decisions while enabling IT to minimize overhead and maximize ROI.

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