

IntelliVIEW enables smarter & more informed decisions that significantly improve business efficiency for market leader in air duct cleaning systems

The Customer 

Rotobrush® International LLC, based in Dallas (United States), is the global market leader in indoor air quality and energy efficiency services & products.

Environment 


The various functions at Rotobrush, such as Sales, Marketing, Production, Accounting, Operations, Business Services and Technical Support did not have an integrated system, leading to disparate processes and disconnected islands of information.

Rotobrush deployed Intuitive’s ERP and CRM applications to integrate these disparate processes and create a collaborative workflow. Intuitive’s ERP application manages Production, Supply Chain Management, Finance and Distribution processes; while the CRM application manages Marketing, Sales and Customer Service processes. The key information needs of Top Management, Sales and Marketing teams from these applications were:

Users	Key Information Needs
 Top Management	Monitor production, marketing & sales activities and progress across product categories, to be able to make informed decisions
 Sales Team	Monitor sales performance, accounts receivable and distribution processes
 Marketing Team	Track & manage the success of promotional campaigns and customer trends

Key Challenges 

- Disparate, multiple databases / data sources posed a challenge, addressed by existing solution - Intuitive
- However, users were unable to transform data into actionable information - non flexible, non-actionable reports offering static data
- High dependence on IT
- Lack of timely delivery of reports to users leading to delay in important business decisions order to replicate ACL definitions.

 The IntelliVIEW software was the piece we were missing after deploying our new ERP and CRM system. We were gathering all this great customer, product, sales, and marketing data but had no way to correlate it to take real action. 

 David Raucher, CIO, Rotobrush

Highlights 

Rotobrush International LLC

- Market leader in indoor air quality and energy efficiency services and products

Environment

- Functions across the enterprise require timely and actionable information to be able to make informed everyday business decisions
- Top management requires both a bird’s eye view and a detailed insight of key operational metrics to monitor business progress and make critical decisions

Key Challenges

- Unavailability of timely & actionable information
- Longer decision-making cycles
- No support for ad-hoc information needs
- Very high dependence on IT

IntelliVIEW Solutions Deployed

- IntelliVIEW SDK with IntelliVIEW Designer

Key Results

- Availability of timely, actionable information
- Significantly improved business efficiency
- 50% improvement in accuracy of business decisions
- 35% savings in business user and IT time
- Achieved ROI in less than 12 weeks

Solution Deployed



- IntelliVIEW SDK – Application integrated web-based reporting & analysis
- IntelliVIEW Designer – Desktop client for report design

Rotobrush chose IntelliVIEW, a new generation solution that offers flexible and user-driven reporting. With IntelliVIEW, Rotobrush has significantly minimized business users' dependence on IT for their information needs while shortening their decision-making cycles. IntelliVIEW empowered business users to modify, interpret and analyze their information in order to make rapid and informed decisions. IntelliVIEW is so easy to use, that even users with minimal computing skills were able to be fully operational in a day.

Users can now access and control their information over the web. This has enabled users across the enterprise to effectively handle dynamic business situations and increase overall efficiency. For instance, sales managers are now able to keep track of the team's performance and decide on sales plans with their distributors right across the table! Marketing managers are able to instantly measure the success of each promotional campaign, monitor customer trends and make smarter marketing plans!

IntelliVIEW functions as a critical top management decision-making tool by providing quick insights on key operational metrics. It empowers them to easily monitor business progress and rapidly make critical decisions.

IntelliVIEW was rapid and easy to deploy and integrated seamlessly with the Intuitive applications. IntelliVIEW has significantly

reduced report creation & deployment time, and eliminated frequent information requests, enabling the IT team to focus on other core activities. Today, IntelliVIEW enables smarter and more informed business decisions at Rotobrush, thus enhancing overall business efficiency.

Key Results



- **Enhances business decision making & business efficiency**
 - Availability of timely, actionable information
 - Smarter & informed business decisions
 - 50% improvement in accuracy of business decisions
 - 25% improvement in the time taken for decision-making
 - 35% savings in business user time
- **Extremely rapid time to value / business benefit**
 - Deployment time: 3 days
 - Time taken to create and deploy the first report: 20 minutes
 - Time to value: Less than 20 days
- **Rapid Return on Investment**
 - Relieved users of high dependence on IT
 - Eliminated frequent and multiple daily requests for information
 - 35% savings in IT overhead
 - ROI in less than 12 weeks of deployment

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

By deploying IntelliVIEW we were very quickly able to create custom reports that enabled us to make real business decisions based on what was happening with our customers and Sales, in real time. This system has saved us time and money, and has helped us be more efficient and operate more intelligently.



David Raucher, CIO, Rotobrush

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!