

Customer Profitability Case Study

Azura Associates Ltd develop and implement business reporting and analysis solutions that can provide organisations with competitive advantage.

Using proven business and IT skills, we offer fully customised solutions, tailored to your organisation's specific needs, embracing the technology and processes to enable you to make "Smarter, Faster, Fact Based decisions"

Customer Profitability

The Company

A major UK Food Manufacturer with a Head Office and twelve manufacturing sites, a turnover in excess of £400 million and employing circa 200 people. The company was a leading player in its market sector with a customer base that ranged from major supermarkets to small businesses, delivering both Bulk and Bagged product.

Background

The company required information about the profitability of the customer base. Whilst the Sales data was collected centrally the Cost data was held at the manufacturing site and hence quickly identifying the profitability, or otherwise, of customers was almost impossible.

Solution

By deploying a Business Intelligence solution it was possible to take the Cost data from the sites and hold it such that it could be established by;

- Product
- Manufacturing site
- Date

This was then joined with the Sales data which was also identified by;

- Product
- Manufacturing site
- Date

Consequently it was then possible to select on demand the Profitability of Customers either in total or by branch, or product, over any range of dates

Decisions on prioritisation and supply then became "Fact Based" as compared with the previous "Gut Feel" based largely on volume.

Conclusion

Customer Profitability is inherently difficult to establish, not least because the Sales Revenue is collected by customer but Cost data is not. By deploying Business Intelligence solutions it is possible to link this data together to provide a rapid and deep view of the worth of customers.

Azura Associates are committed to help you define, design, build, implement and then benefit from effective business intelligence.

Our services include:

- Business Analysis
- Project Management
- Systems Analysis and Design
- Implementation
- Knowledge transfer
- Support Services and Outsourcing
- Mentoring
- User training
- Software sales