



case study Stegbar

The Company

Stegbar Pty Ltd is part of the international Jeld-Wen Group. Recognised as one of this country's leading manufacturers of highly crafted windows, doors, showerscreens, splashbacks and wardrobes, its reputation is based on its commitment to innovative design, unsurpassed craftsmanship and excellent customer service.

Stegbar's manufacturing and sales division in Brisbane needed a front end to display critical data which was flexible enough to alter when required, but user friendly enough for non-technical staff.

The challenge was to identify, install and deploy a method of displaying data from Stegbar's in-house system "Titan" in an affordable and effective way. Some members of the management team were already using a well-known BI tool, but licencing for this tool was cost prohibitive and required users to develop specialist knowledge. Equally important was the need to ensure the new system would be readily used by sales staff, with no or limited IT skill, so that critical information was readily available to assist the Sales Team in making prudent sales decisions.

Solution

Stegbar employed Practical Business Support (PBS) consulting services to review the method and types of sales data they collected. A data warehouse was developed to suit their specific business needs and support all their BI tools.

PBS's Sales Management Tool – "Intellidata" – was also employed at the front end, and made available to the whole sales team, at low cost. Intellidata was also adopted as an analysis tool to provide quick easy access to data used to make strategic business decisions. Post analysis, Intellidata was quickly implemented and staff were promptly trained on its use.

Results

Stegbar used Intellidata to analyse sales force performance in one unit. The annualised benefit of this project was \$800k. Use of the PBS Intellidata tool revealed specific behavioural trends in the Sales team, which had a significant impact on how the sales force were remunerated. The Intellidata application provided a clearer picture of the consistency of individual performance and enable Stegbar to apply new remuneration guidelines.

Further analysis was also conducted, which resulted in a significant change to their client portfolio. Stegbar dropped one long standing customer which they were now able to identify as not profitable, and focused on gaining more profit from a smaller product range. Stegbar then proceeded to use the tool to analyse their product mix, which resulted in the deletion of some products which were not delivering good returns.

Comments from Stegbar

"One of the benefits of Intellidata is that it is an exceedingly simple tool to use, this means your business can begin to benefit from using Intellidata faster. Our end users quickly became proficient in using Intellidata which allowed them to recognise long hidden truths about their business."

"Intellidata is rock solid. If I need to conduct further or more in-depth analysis, one click is all it takes to export the raw data into Microsoft Excel or any other analysis tool our organization uses."

"The real strength of the implementation process was the consulting that Practical Business Support provided at the front end. They were able to gain a clear understanding of our operations which in turn meant they asked the right questions at the right time, reducing the overall project length."

"As a customer I found that one of the key benefits of dealing with Practical Business Support is that we only had to focus on what we wanted to see at the front end. Practical Business Support completely managed the necessary data preparations at the back end."

"The ability to react with confidence is an immeasurable asset to the business. "

Mark Yates
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