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valuable information.

David Mathie, MIS Manager, Decor

CUSTOMER CASE STUDY

DECOR CORPORATION

HIGHLIGHTS	
Company	The Decor Corporation Pty Ltd
Location	Melbourne, Victoria, Australia
Industry	Consumer products
Products	Kitchenware, picnicware, gardenware, brushware, baby-care products
Solutions Utilized	<ul style="list-style-type: none"> • QAD Enterprise Applications Standard Edition • QAD Business Intelligence



QAD BUSINESS INTELLIGENCE BOOSTS SALES PRODUCTIVITY FOR HOMEWARE MANUFACTURER

THE COMPANY: DECOR CORPORATION

Every day, families in more than 40 countries use homeware designed, manufactured and distributed by Decor Corporation (Decor). For more than 55 years, Decor has made daily life easier and more enjoyable with high-quality, affordable products, including: kitchenware, picnicware, gardenware, brushware and baby-care products.

Headquartered just outside Melbourne, Australia, the company distributes approximately 450 products — 80 percent to major retail outlets around the world. The company focuses on quality and functionality. It has earned recognition by more than 300 Australian Design Awards and a Prince Philip Prize for Australian Design.

THE CHALLENGE: LACKING A BUSINESS INTELLIGENCE SOLUTION NECESSARY TO SUPPORT NEW SALES STRATEGY

Decor developed a new sales strategy to deliver more effective sales tools to the field and raise productivity while reducing costs. To execute the strategy, managers needed better ways to get accurate sales data to enhance planning analysis.

Management wanted the ability to analyze sales against budget, compare current sales to the previous year, and review growth year-by-year and month-to-date. Decor wanted to segment product lines within

individual customer accounts, which would allow them to determine which products moved well and which lagged. Furthermore, the analysis would allow managers to boost sales for specific products via targeted advertising and promotional campaigns.

What Decor needed was a powerful business intelligence solution to collate sales information with a high level of accuracy and break down the data in multiple ways. Decor wanted to deliver up-to-date sales intelligence that the field could use to gain a competitive edge.

THE SOLUTION: RAPID DEPLOYMENT OF QAD BUSINESS INTELLIGENCE DRIVES INSTANT INSIGHT

Upon review of their existing QAD Enterprise Applications, Decor realized that enhancing the analytics with additional business intelligence capabilities would allow them to effectively implement the new sales strategy. After considering several vendor solutions, Decor chose QAD Business Intelligence. According to David Mathie, MIS Manager at Decor, QAD Business Intelligence quickly emerged as a front-runner because its built-in data-cube modules allowed rapid deployment in as little as one month. Other solutions required a six-to-eight month implementation.

Decor was the first company to roll out QAD's Business Intelligence solution in Australia and was pleasantly surprised that the project ran exactly to specifications. "It's there, it works, it does what it says it's going to do," says Mathie. Most important, the

sales team embraced the new solution with a high level of enthusiasm during QAD training with live data.

“We knew we were making some improvements in the sales of brushware products to a major account, but we couldn’t accurately quantify the results. With just a few clicks using QAD Business Intelligence, the percentage increase on brushware was on screen. It allowed us to identify the increase by brand,” explains Mathie.

THE BENEFITS: INCREASED VISIBILITY AND ACCOUNTABILITY FOR AGGRESSIVE SALES GOALS

Decor successfully implemented QAD Business Intelligence in one month. QAD provided training to an enthusiastic Decor sales team who thus increased sales performance and quickly recognized the benefits of gaining enhanced visibility into sales trends with QAD Business Intelligence. The team is able to rapidly respond to increases and decreases in individual products, resulting in less waste, more efficient production and overall savings.

According to Mathie, “QAD Business Intelligence helps Decor transform raw data into valuable information.”

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