Some functions in this ebook require either the free Adobe Reader or Adobe Acrobat.

How 5 Businesses Tap Into Diverse Data Sources for More Accurate Forecasts and Smoother Operations

Make Faster, Better Decisions

ORACLE
NETSUITE

When it comes to making business decisions, all data is not created equal. Costly lessons from pandemic-era supply chain disruptions taught how relying on data that was most accessible, rather than most relevant, left businesses with blind spots. Analysis incorporating diverse data sources reduces latent bias, internal data inaccuracies, and incomplete views that can skew judgment and lead to costly mistakes. It deepens understanding into the "why" of transaction details, as well as perspective into other factors that may impact decision outcomes.

Getting access to diverse data can be challenging, however. Legacy systems, disparate on-premises solutions, and overall technology complexity create stumbling blocks to progress. This ebook shares stories of how five companies overcame these challenges and improved decision-making. Their needs and challenges differed: a manufacturer trying to consolidate financials across 15 subsidiaries, an ecommerce startup managing inventory with stale figures, and a global travel company struggling to track their key revenue driver, for example. Each business chose cloud technologies as the foundation for their new data and analytics strategy. This created easier data access via a cloud data warehouse that centralized data sourcing, whether the data came from within or outside the business. This centralized access let teams build reports and visualizations using self-service analytics tools.

Let's explore how combining cloud technologies with business savvy helped each organization extract more business intelligence from data, then make faster, better decisions to stay competitive.

ORACLE
NETSUITE

CASE STUDY #1: CONSOLIDATE REPORTING OF MULTI-SUBSIDIARY DATA

A $300-million manufacturer had grown to 15 subsidiaries, but that growth had outpaced its technology capability. The company relied on inefficient, manual processes and complicated architectures that created blind spots in performance. Loosely linked applications throughout the organization made generating consolidated management reports nearly impossible. Analysts struggled to access data and were required to manually export and consolidate it in spreadsheets for analysis.

By consolidating data on a cloud data warehouse, the company reduced IT costs by 66%, sunsetting most of the old, redundant infrastructure. This consolidation provided management with organization-wide visibility, allowing them to benchmark subsidiary performance, identify specific areas for improving margins, and increase their confidence in the figures used for strategic planning. Automated management reports that auto-refresh with current data have significantly reduced the need for staff resources and enabled faster decision-making.

CASE STUDY #2: MITIGATE SUPPLY CHAIN RISK FROM LEGACY DATA

The pandemic exposed the fragility of supply chains, causing an unprecedented spike in material costs for a chemical company with an annual revenue of $160 million. To reduce future risks, the company decided to analyze historical data to uncover areas of past exposure. But their business intelligence tool would crash whenever they attempted to process manual data extracts from their ERP and legacy systems.

With centralized data access, finance now has visualizations on costs, suppliers, and orders for over 10,000 SKUs, as well as customer purchase behavior. **Trend analyses across these dimensions help management to understand multi-year cost trends, assess supplier delivery reliability, and improve demand forecasting.** By diversifying their product sourcing, the company is actively building more agile supply chains that can respond quickly to shifts in costs and order volume.

ORACLE
NETSUITE

## CASE STUDY #3: IMPROVE INVENTORY MANAGEMENT WITH GOOGLE ANALYTICS AND AMAZON DATA

Ecommerce competition is intense, and a stockout can result in losing a customer to another seller. This was the top concern for a $5-million-a-year Amazon retailer that relied on manual inventory reports. Every day, they built spreadsheets by combining data from their Amazon ecommerce site, Google Analytics, and inventory systems. This slow process led to stale data and increased the risk of inventory mismanagement.

Now, by integrating those same data sources into a cloud data warehouse, they have real-time visibility into their inventory and sales, thanks to auto-refreshed dashboards. They have greater control over purchasing, and they have discovered new and unexpected buyer trends based on product families and SKUs, which they plan to use to guide their product strategy. **As a small startup, they didn't realize that cloud technologies could be such a game-changer and within their budget.**

CASE STUDY #4: FORECAST BETTER USING SHOPIFY, WEATHER DATA, AND MACHINE LEARNING

Multiple sales channels expand customer reach, but a hypergrowth strategy is doomed without reliable forecasts. This was a key challenge for a $10-million-a-year apparel business with orders coming from direct sales, wholesalers, partners, ecommerce, retail, and kiosks.

Today, the company has dashboard views of their business and customers built using consolidated internal data and data from their sales channels, Google Analytics, and multiple Shopify sites. Sales leadership builds forecasts based on all relevant data, improving team accountability. They plan to use machine learning to factor weather data into their inventory planning for outdoor kiosks. Marketing is also benefiting from campaign dashboards to improve customer segmentation and lead generation. Overall, the COO sees greater accountability across the organization and more reliance on data to drive decision-making.
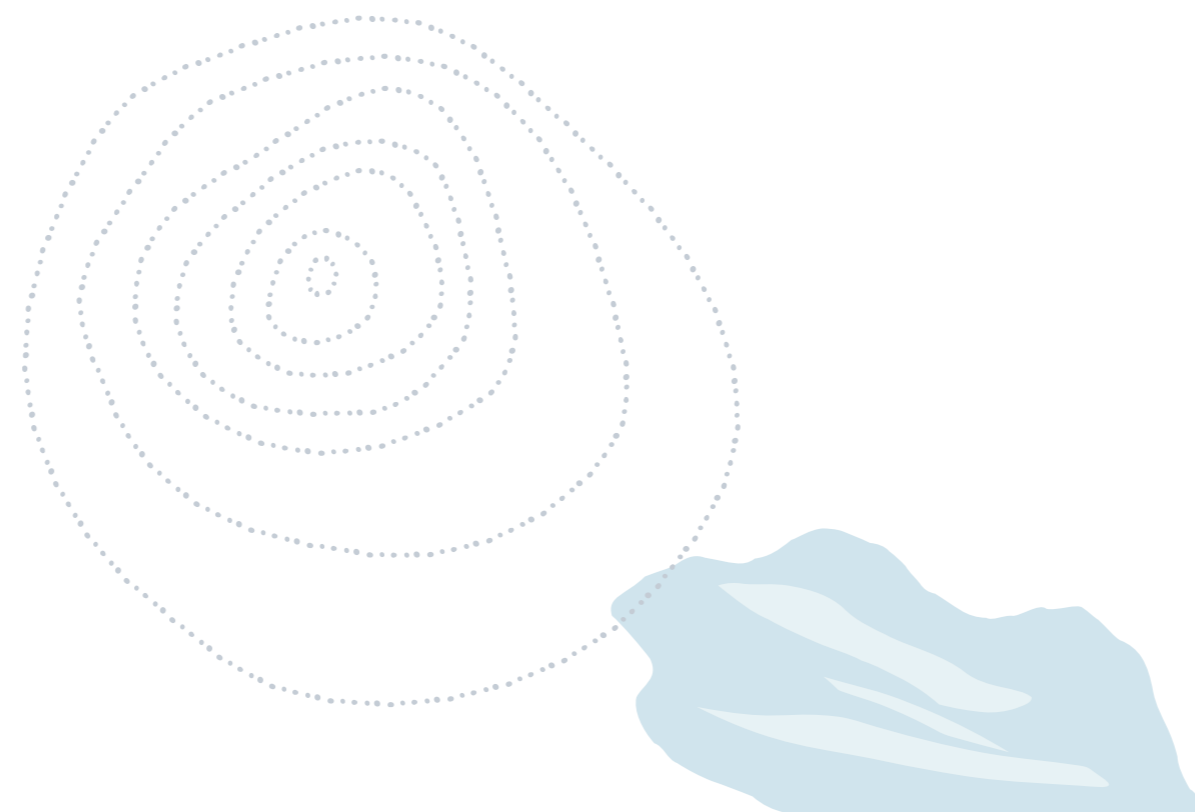
CASE STUDY #5: BROADEN BUSINESS VISIBILITY FROM DIVERSE GLOBAL OPERATING SYSTEMS

For a $600-million travel outfitter that had grown through acquisitions, their tangle of technology platforms cost more to maintain and update than the intelligence value it yielded. Leadership wanted better visibility into the business's key drivers, so they needed to improve asset tracking across their 2,500 global locations and consolidate revenue reporting on 300,000 transactions per month.

They decided to take an organization-wide approach to unify their IT architecture, centralize data, and expedite the delivery of data insights to the business. **Today, front-line staff, line leaders, and executives have a single source of business intelligence with ready access to visualizations and automated reports on location-based asset utilization, revenue, and profitability.** They have expanded operational visibility thanks to a new collection of reports, using integrated and custom data. Management now has current, reliable information to make faster, data-driven decisions to improve performance and customer experiences.

NETSUITE ANALYTICS WAREHOUSE

Organizations representing all industries and sizes, from startups to enterprises, run their business on NetSuite ERP. When business needs and challenges call for deeper insights to improve decision-making, they add NetSuite Analytics Warehouse to the platform. It's a cloud data management system and advanced analytics tool packaged together. It simplifies data management by consolidating all business data — NetSuite transactional, historical, and other third-party sources — using connectors that minimize installation costs and speed up adoption.

Decision-makers see immediate insights from their data, thanks to an array of dashboards and reports. They can customize them as needed with an intuitive drag-and-drop interface. Predictive analytics generate insights for teams throughout the value chain, enabling them to better anticipate and capitalize on market changes.

See why a cloud data warehouse is a win for CTOs and CIOs.

NetSuite Analytics Warehouse is designed to automate and accelerate the path to trusted, valuable insights across the business. The result? Decision-making that drives operational efficiency, improves productivity, and opens up new revenue streams.

ORACLE
NETSUITE

ORACLE
NETSUITE