



# FUSION5 CASE STUDY

## key benefits...

- Provides fast, consistent information across all aspects of the organisation
- Supports more informed Decision making at all levels within Competenz
- Facilitates 'benchmarking' process for comparisons between industry sectors, regions
- Extremely cost-effective – total cost of solution is equivalent to a single mid-level analyst
- Allows the tracking and comparing of trends for their complex KPIs

## Fast access to consistent information at Competenz

**Competenz is the New Zealand Engineering, Food and Manufacturing Industry Training Organisation (ITO). It arranges, assesses and moderates training, and provides access to government training subsidies.**

David Alley, General Manager, Finance and Corporate Services for Competenz, New Zealand's Engineering, Food and Manufacturing Industry Training Organisation (ITO) says that "To run a successful business, you need clear, concise and consistent information so you can make the right decisions in a timely manner. Before we implemented IQ4bis, we would get a different set of numbers from different reports. There was no consistency in reporting so we had to make decisions based on imprecise information. But now, with IQ4bis, we can see exactly what is going on across all areas of the organisation and have complete confidence in the information we are getting."

## Starved for Information

Competenz underwent a major restructuring in early 2008 and brought in a new management team. "We were starved for information," explains Alley. "We had plenty of data in our Pivotal CRM (customer relationship management) application so we could keep track of our client base. But to get any sort of in-depth analytical report, we had to make a request from our Business Analyst or the IT team. Unfortunately, by the time we received what we had asked for, our requirements had evolved and we had to start the whole process over again. It was very frustrating as we had strategic decisions to make in respect to allocating resources. We had to find a better way."

A single, unified view IQ4bis has had an almost immediate impact on Competenz. "For the first time we had a single, unified and consistent view across our entire organisation," says Alley. "All of a sudden we could look at performance by individual account manager, by region and by product. We can now set realistic targets based on facts and figures, not guesses. Having access to reliable information has significantly improved decision making, particularly around resource allocation."

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## why IQ4bis...

- Rapid implementation – the IQ4bis PoC demonstrated immediate Rol
- Optimised to run in conjunction with Pivotal CRM
- Self-service analysis and ease-of-use were key requirements
- Highly recommended by Competenz's CRM implementation partner

## key users...

- Senior management team
- Area managers
- Account managers
- Business analysts

## A tall order

"We had very specific requirements," says David. "We wanted a solution that we could implement immediately, one that could integrate cleanly with our existing infrastructure and one which would enable our management team and line managers to perform their own analyses quickly and easily without relying on individuals. This was a tall order and we weren't even sure if such a solution existed."

It was recommended that Competenz consider IQ4bis and a 'Proof of Concept' (PoC) was prepared for David and his team. The PoC took Competenz's Pivotal CRM data and built a fully-functioning three-dimensional cube and a set of role-based views. This showed Competenz very quickly how to perform ad hoc analyses and drill-down into the data. They were really impressed at how fast it was to build the cube and how easy it was for them to perform their own analyses from the web-based interface.

"IQ4bis was exactly what we wanted," notes David. "After the PoC we made the immediate decision to purchase the solution.

"We arranged a few workshops in which we specified exactly what we wanted to achieve and then a set of individual views for particular roles within the company were developed. The best part is that we didn't have to get too technical, we provided ideas and Fusion5 delivered the final product."

## A single, unified view

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"In our industry, industrial training, benchmarks are extremely important, we need to know how many apprenticeships are completed in the specified time, where there were problems with drop-out rates and which market sectors required the most support and resources. With some 15,000 apprentices and trainees on the books, 18 different industry sectors, 35 account managers and five area managers, tracking trends on a static report was a nightmare. Now, with IQ4bis, we can drill down into the data quickly and easily and compare and contrast the results. In our organisation, everyone from senior management to the individual sales person uses IQ4bis to monitor performances and allocate resources to those areas which could most benefit. IQ4bis has certainly helped us become a more efficient organisation."

## Cost-effective

IQ4bis has proven to be a cost-effective solution for Competenz. "The total cost of implementing IQ4bis was about the same as one year's salary for a mid-level analyst," says David. "So if you consider that more than 50 people are performing their own analyses and creating reports almost every day – resulting in far more productivity - the cost of each analysis has been lowered considerably. Plus, the self-service aspect of reporting analytics means that managers can get the results they want almost immediately. And, of course, the IT team has more time to spend supporting the infrastructure rather than generating reports."

The utilisation of IQ4bis within Competenz has shown steady growth. "Once people see how easy it is to use IQ4bis, and the information they can extract from the views and reports, they never look elsewhere. IQ4bis has provided a quantum leap in the amount of information we can now access. Before it was hard to get our hands on the facts and figures we needed to make those hard decisions. Now, with IQ4bis, all the information we could possibly want is just a few clicks away."