The Perfect Purchase
from Vendor Evaluation, to Decision and Deployment, to hit the ground running

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Stats
• Founded in 1970
• Jewelry manufacturer located in Lafayette, Louisiana
• Home to a 630,000 sq. ft. manufacturing and distribution center, with over 1,000 employees
• Shipping to over 40,000 customers across the globe
• More than 200,000 stocked SKUs
• With an average 4,000 orders per day resulting in 30,000 lines
Analytics Journey at Stuller
Gartner Event

Roles in Self – Service Analytics

- Administrator
- Producers
- Consumers
Preparing for the Evaluation

• Pre-mortem
  • What are we good at?
  • What do we want?
  • Where are we going? What would failure look like?

• Attendance Included
  • People dealing with the data environment (Administrators)
  • People building reporting tools (Producers)
  • People consuming business data (Consumers)

• With this information we established a committee and the foundation for a scorecard.
Evaluation Process

- Gartner Magic Quadrant
- Understand how each role is impacted by the software
- Give them your data
- Discuss after meeting with the vendors
- Reach out to clients for feedback
- Challenge each other but do NOT share scores
### Phase One Scorecards

#### Business Evaluation Criteria

- Analytic Dashboards & Content
- Business User Data Mashup and Modeling
- Collaboration and Social Interaction
- Free Form Interactive Exploration
- Infrastructure
- Purchasing
- Security
- Traditional Styles of Analysis
- User Experience and Support
## Project Status – BI Assessment

### Status Summary

<table>
<thead>
<tr>
<th>Key Milestones/Status Details</th>
<th>Status</th>
<th>Due on</th>
<th>Comments</th>
</tr>
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### Future Planned Activity

### Key Decisions

- November
- December
- January
- February
- March

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**BI Assessment**

- **TOTAL VENDORS**: [Graph]
- **WEB DEMO**: [Graph]
- **ON SITE DEMO**: [Graph]
- **ELIMINATED**: [Graph]
- **REMAINING**: [Graph]
The diagram illustrates the relationship between user adoption and benefit. The x-axis represents the benefit level, ranging from Basic to Advanced, while the y-axis indicates user adoption levels as Easy, Medium, or Difficult.
Why We Picked MicroStrategy

- **Administrators**
  - Administrative Tools are robust
  - Multiple data sources allow dynamically sourced data

- **Producers**
  - Professional Services team could teach how to develop reporting
  - Analytics could move from reactive to proactive

- **Consumers**
  - Reporting had multiple offerings for consumption
  - Subscriptions to reporting
  - Mobile Platform was intuitive

- **Business Level**
  - Straightforward pricing
  - Business strategies in-sync
Pre - Implementation

- Committed resources to work on implementation
- Gathered hardware requirements and designed the network location for MicroStrategy
- Met with the MicroStrategy Professional Services team to look at the data environment to understand any pre-work needed
Plan to Work Together!  In the Same Room!

Consultants  Administrator  Producers
Our War Room
Implementation

(Weeks 1 – 3)
- Administrator learned how to install the software and the tools available
- Producers learned about reporting objects and reports

(Weeks 4 – 6)
- UI Developer taught producers about documents and dashboards
- Administrator normalized data for better querying results

- Producers developed tools to replace legacy reporting
- Consumers received training on the tools
Current Statistics

- MicroStrategy 10.9 – Release Track
- Distinct Weekly Users – 120
- Reports Used Weekly – 5,000
- Documents Used Weekly – 4,700
- In the last two months:
  - 948 Unique Reports Were Run
  - 2,700 “Blank Reports” Were Run
  - 350 Attributes were used (75%)
Adoption of Self-Service

- Biweekly Focus Groups
- I Need A Solution
- Executive Sponsor
- PEP Licenses
- Account Team
- External User Group
Success Stories

- Eliminated three legacy reporting tools
- Removed direct SQL access
- Greater access to data for more users

“It was taking four hours to research the data for a weekly meeting. Now it’s provided to me on demand in an interactive dashboard and others can review it before we are all together.” – Quality Management

“MicroStrategy helps me plan my calls and plan my day. I can determine what they are purchasing. It allows me to sell.” – The Tool Guy
Next Steps

- Continuing Education on Dashboards / Dossiers
- Tune Up on performance
- Investigate new data environment for Big Data
Questions & Contact Information

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