



EBA Profile: Davis Controls

“The possibilities are endless, Exact Business Analytics will replace every other form of report we’ve ever used.”

—Neil Montgomery, president and CEO of Davis Controls

Founded in 1933, Davis Controls is a distributor, representative and licensed assembler for international manufacturers of instrumentation and control products. The company offers a comprehensive range of products for the industrial market. Davis manufactures Klinger Magnetic Level Gauges and supplies them across the continent through a network of local distributors and representatives.

The company’s relationship with Exact Software dates back to 1996, when Davis implemented Macola, Exact’s mid-market ERP solution, to replace its 20 year old legacy information system. Over the past ten years, Davis has made additional investments in Exact technology, including Exact e-Synergy, a Web-based business management solution, and Exact Event Manager, a comprehensive business activity monitoring (BAM) application—all of which have enabled the company to streamline its business processes and improve collaboration and information access throughout the value chain.



Davis Controls realized that it could maximize its technology investments by transforming the growing volume of data in these systems into useful business information for front-line workers in sales, finance and other operational areas of the company. At the time, Davis was using Crystal Reports to generate custom reports, but the process was cumbersome and time-consuming. “It was too much paper and too much work,” said Neil Montgomery, president and CEO of Davis Controls.

EBA provides business answers, not just another report

When Montgomery first came across Exact Business Analytics (EBA), he immediately saw the impact it could have on his business. A comprehensive solution for business analytics and intelligence, Exact Business Analytics enables business users to quickly and easily build information

Business Issue

Growing volume of data that wasn't being transferred into useful business information.

Impact

Faced with mounting competitive pressures and product commoditization, Davis Controls realized that arming its sales force with up-to-date information would be a competitive selling advantage.

Solution

Exact Business Analytics provided Davis Controls a comprehensive solution for business analytics and intelligence, that gave their sales force the up-to-date information that is vital to their ability to sell.

Results

- Extended existing IT investments
- Davis transformed corporate data into useful business information for front-line workers in sales, finance and other operational areas of the company
- EBA dynamically accesses data wherever it resides in the organization without the need for a data warehouse or data mart

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views while combining and comparing data from multiple sources or business functions. EBA dynamically accesses data wherever it resides in the organization without the need for a data warehouse or data mart, ensuring more rapid implementation and lower total cost of ownership (TCO).

In particular, Montgomery was struck by EBA's Online Analytical Processing (OLAP) technology, which he likened to a three-dimensional version of Microsoft Excel. Using EBA's OLAP capabilities, Davis employees could perform multi-dimensional analysis, slice and dice data sets and drill down to additional detail—whether they were connected to the Internet or working off-line.

Pre-built integration with Macola ERP and the ability to integrate and display data from any ODBC-compliant data source were also key points of differentiation for EBA. "If the information exists in any form, Exact Business Analytics can pull it in and report on it," said Montgomery.

Davis Controls initially deployed EBA's pre-defined information views and report templates for sales and inventory analysis. Faced with mounting competitive pressures and

product commoditization, Davis Controls realized that arming its sales force with up-to-date information would be vital to their ability to sell. In order to automate the refreshing and distribution of its sales views, the company also implemented the EBA eDeployment module, which sends daily views to Davis' outside sales group as e-mail attachments. As a result, the company's

sales force always has the information it needs to perform more efficiently and effectively.

Currently, there are 20 EBA users at Davis Controls, including regional sales and branch managers who regularly access and analyze data from Macola ERP, e-Synergy and an ACCPAC system used by two small holding companies. Since the initial deployment, the company has expanded its arsenal of views to include financial data cubes, which allow employees to glean more valuable insight from the financial data in its systems.

Having experienced "absolutely phenomenal" results to date, Montgomery sees no limit to the use of Exact Business Analytics at Davis Controls and the savings it will bring to the bottom line. "The possibilities are endless," he said. "Exact Business Analytics will replace every other form of report we've ever used!"

For more information about Exact Software™, please call your business partner or account representative today or visit www.exactamerica.com.

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