Yellowfin

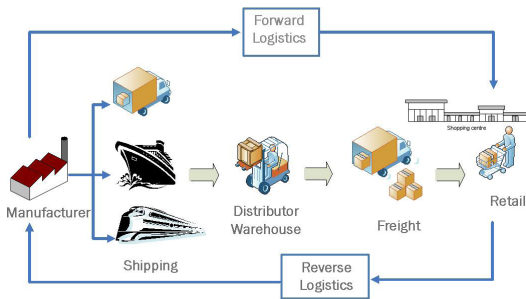## Making Business Intelligence Easy

Summary

Yellowfin has empowered ECN to:

• **Quickly enhance the reporting capabilities of its product**

• **Increase product profitability and desirability**

• **Deliver operational and transactional data within a SaaS-based multi-tenancy environment**

Case Study
ECN Group

Company

ECN Group is a global leader in Business Process Management and Systems Integration, providing supply chain and logistics software for the retail supply chain and border security markets.

ECN is headquartered in Auckland, New Zealand. ECN was first established in 1996 and has over 3,500 customers with a strong presence in New Zealand, USA, Australia and Asia.

Challenge

ECN's Round Trip Logistics® (RTL®) product – online SaaS (Software as a Service) based supply chain collaboration software – allows suppliers, manufacturers, logistics service providers and retailers to collaborate within a common supply chain. RTL provides unified visibility of forward and reverse supply chain transactions and processes.

A key objective of the RTL product is to deliver ECN customers superior visibility into their supply chain by delivering actionable reports based on the information collected from relevant business processes and supply chain partners. Before implementing Yellowfin, RTL included a basic reporting system developed within the product itself.

ECN wanted to develop and extend the reporting and analytics capabilities within RTL, deciding that its internal reporting module was unable to provide the depth, speed and ease of insight required, or the flexibility and functionality to support complex multi-tenancy environments.

the **ECN**group

"ECN customers can now easily monitor and measure a range of KPIs throughout their entire product pipeline"

John Axe, CEO
ECN Group

Summary

Yellowfin has empowered ECN's RTL customers to:

• **Experience unprecedented visibility into their supply chain and the relevant business processes of supply chain partners**

• **Produce up-to-date, in-depth and actionable reports, with less effort, via a single secure information portal**

• **Streamline supply chain operations to achieve optimal efficiencies**

• **Easily Identify and act on weaknesses and inadequacies in supply chain operations**

Solution

Yellowfin's Business Intelligence solution has allowed ECN to easily integrate world-class reporting and analytics into its RTL product. This has enabled ECN to enhance the salability of its RTL software, whilst offering its clients exceptional supply chain visibility, and the capacity to optimize relevant business processes.

"Yellowfin provides a reporting and dashboard framework that seamlessly integrates with RTL – a SaaS-based product," said ECN Chief Software Architect, Jeff Martin. "Yellowfin is a fully integrated, lightweight, flexible application. Its Web interface, for both reporting and administration, in conjunction with its multi-tenancy and mobile device support, made it a standout candidate."

Yellowfin is installed onto a Debian server with a Tomcat container running on a Postgres database.

Results

By embedding Yellowfin in RTL, ECN is able to deliver its customers increased supply chain visibility, via configurable reporting and analytics, that allows them to measure, monitor and manage supply chain processes.

"Yellowfin has enabled ECN customers to rapidly access customizable reports and dashboards," said ECN Group CEO, John Axe. "Yellowfin will help ECN to enhance the connectivity and information available to our customers, providing them with the visibility to better manage, understand and relate to their own business data in a visual and powerful way."

Overlaying Yellowfin onto RTL helps RTL's customers to achieve deep end-to-end insight into their supply chain, allowing them to effectively manage procurement, fulfillment, stock, transport, warehousing and retail processes.

"ECN customers can now easily monitor and measure a range of KPIs [Key Performance Indicators] throughout their entire product pipeline, from the number of orders and returns, to product category summaries, and order response times," said Axe.

"Throughout integration, the Yellowfin team provided prompt, friendly service," said Martin. "Yellowfin's BI solution also delivers easy report authoring and execution, making initial assimilation and development processes easy, and will help ensure the continued success of

the ECNgroup

Find out more

Contact Yellowfin at **www.yellowfinbi.com and ask for our proven roadmap to assist you to successfully implement Yellowfin into your organization.**