Logi ANALYTICS

Case Study

SnugZ USA Overcomes SSRS Challenges with Logi Analytics

AT A GLANCE

The Customer
- Provider of promotional products

The Challenge
- Difficulty building dashboards inside SharePoint using SSRS

The Solution
- Built data visualizations with Logi Info, embedded in SharePoint

The Results
- Saved users' time
- Supported manufacturing planning
- Built initial visuals in a couple hours

THE CUSTOMER

Since 1989, SnugZ USA has been providing suppliers and distributors in the promotional products industry with printable, useful items such as lanyards, glasses cases, and carrying accessories. The company is committed to leading the industry through world-class service, exceptional products, and client satisfaction as their one standard of success. SnugZ has more than 250 employees and is a 2012 Inc. 5000 company.

"Logi Info is intuitive and a lot easier to write reports in than SSRS. Our new dashboards have saved time for users."

Patrick Elliott
Information Technology Manager, SnugZ USA

THE CHALLENGE

"We were trying to build dashboards inside SharePoint using SQL Server Reporting Services (SSRS) and found it very difficult to do. Previously, we had no dashboards, and were trying to muddle through with SSRS," stated Patrick Elliott, Information Technology Manager, SnugZ USA.

THE SOLUTION

"I received an email from Logi Analytics about the 'BI chocolate cake problem.' After watching the video, I requested a trial of Logi Info and was able to quickly make several dashboards. I found it to be pretty slick and easy to use.

"I also evaluated numerous BI solution providers including Dundas and Domo. Some products had functionality we just didn't need, such as a fully functioning website with chat room. Additionally, some of the competitors' prices were astronomical. Logi Info was by far the best value and fit for our needs," explained Mr. Elliott.
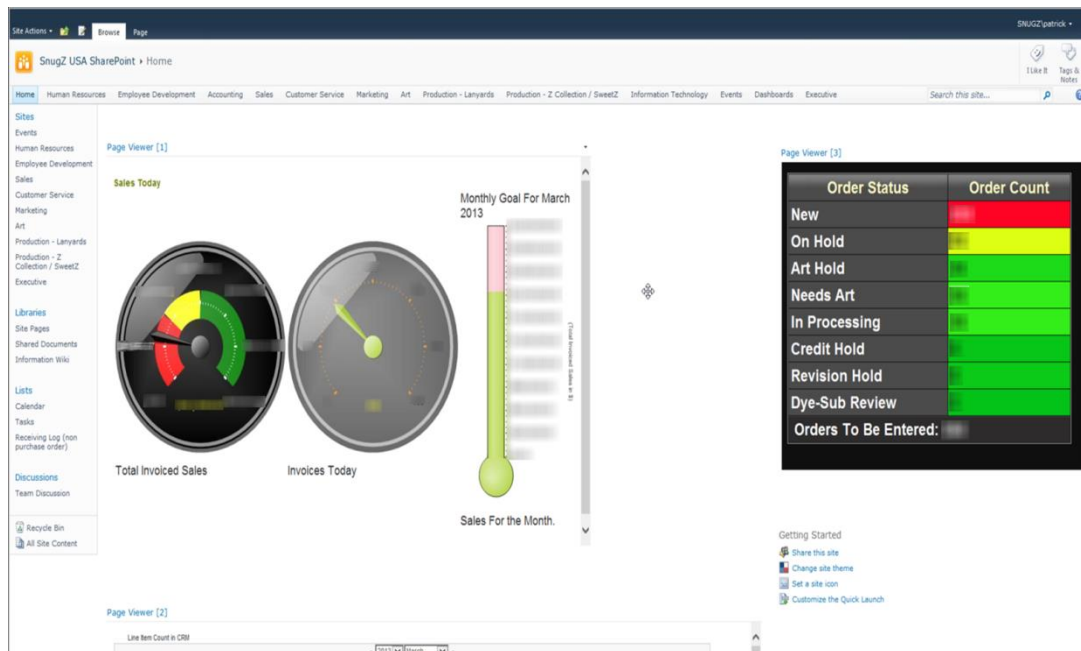
THE RESULTS

Ease of Use
"I like working in Logi Info. The interface is intuitive and it's a lot easier to write reports in than SSRS. Even before the training, I was able to build a couple dashboards. While they probably weren't done the best way possible, at least I got some visual results within a couple hours of having the software. I found Logi Studio to be very user-friendly and for me it was great."

Fast Development & SharePoint Integration
"Integrating Logi Info with SharePoint also wasn't hard. We've been able to put numerous charts and gauges on our SharePoint server, and report on accounting and manufacturing data from our Microsoft Dynamics GP and CRM systems.

"We're reporting on our manufacturing tables and showing how many line items are scheduled to ship each day and where they are in production, such as 'new' or 'needs art,' color-coded by how many are in each queue. Other data visualizations include the total quantity of items shipping, a calendar with our upcoming manufacturing pipeline, and a bullet bar showing pieces remaining to ship today.

"Finally, we're displaying a variety of accounting data such as income statements, cash balances, receivables vs.

payables, and sales gauges showing our daily sales as well as our monthly sales against goals."

Saving Users' Time

"Feedback from the users has been great. The calendar helps users in each department know what's coming up for the week. It doesn't take long for users to open the page and scroll around. We can easily see if, for example, Friday will be big day, so we can be prepared in advance.

"Logi Analytics has definitely saved time for our users. Before they would have to jump into our accounting application, run a query, and export the table. It's much easier now to see all the info we need in one place."

Expanding Use of Logi Info

"As we expand our use of Logi Info, we'd also like to create tables to empower our HR department with info such as employee turnover and employee status. This will give HR easy access to data they use regularly instead of muddling through reports and spreadsheets.

"Finally, we also plan to have numerous big LCD screens displaying our gauges on our shop floor," concluded Mr. Elliot.