Yellowfin

Case Study
Honda France

Company

Honda France is the French arm of global technology company Honda Motor Co., Ltd. Honda is the world's largest motorcycle manufacturer and one of the leading automakers and producers of power equipment worldwide.

Challenge

Honda France's Power Equipment division – which develops, manufactures and markets Honda's range of 'Power Products', including Lawnmowers, Generators, Outboard and General Purpose engines – wanted to achieve three main analytics goals relating to its sales force.

Honda France wanted to:

- **Consolidate:** Provide access to its sales and customer data via one single trustworthy Web-based platform

- **Simplify:** Provide its sales team with access to a user-friendly and efficient Business Intelligence (BI) tool – anywhere, anytime via any device – enabling them to make better data-based decisions in real-time

- **Streamline:** Enable its IT department to quickly, effectively and efficiently deploy, maintain and manage a reporting and analytics solution via a range of devices – desktop, laptop or handheld units.

Honda France IT Manager, Regis Loumont, sought an easy-to-use and manage reporting and analytics solution, capable of replacing an existing resource-intensive and expensive BI tool.

Loumont initially trialed several open source solutions, but quickly discovered connectivity issues and a lack of robustness Honda France demands of its enterprise software solutions.

Summary

Honda France wanted to replace its existing resource-intensive and expensive BI tool with an easy-to-use and manage reporting and analytics solution, to boost the performance on its sales force and increase the efficiency of its IT department. Using Yellowfin's BI solution, Honda France has been able to:

- **Provide its sales force with self-service access to a single trustworthy source of sales and customer data**

- **Provide its sales force with access to critical sales and customer data whenever and wherever required via mobile devices**

- **Reduce the IT resources required to maintain and manage its sales-oriented BI environment**

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Solution

Within just three days Yellowfin – via its French consulting and services partner, Delphinea Conseils – had been installed and connected to Honda's sales and CRM databases. Reports were developed and dashboards deployed to Honda France's sales force via desktop and mobile devices.

"I was amazed to see how easy it was to install Yellowfin, to manage source connections and users, and to deliver reports to an iPad via an impressively advanced interface," said Loumont.

Results

With Yellowfin, Honda France's sales personnel can independently access crucial customer and sales analytics to capitalize on sales opportunities and improve customer relationships – whenever and wherever required – via a single trustworthy source of data. The self-service nature of the implementation also allows Honda France's IT department to maintain and manage its reporting and analytics environment effectively and efficiently.

"Yellowfin provides Honda France with an intuitive and hassle-free Web-based BI solution, enabling end-users, administrators and IT personnel to quickly create and access up-to-date visual analytics, eliminating non-productive activities and producing a distinct competitive advantage," said Honda France IT Manager, Regis Loumont. "Yellowfin is an agile and responsive reporting solution. Yellowfin easily integrates with Honda's CRM systems, allowing our sales team to independently access the right information at the right moment – whether they're at their desk or on-the-move – to boost sales and improve customer relationships."

Honda France's IT department found it was easily able to boost its mobile data proficiency with Yellowfin's 'author once, consume anywhere' approach to Mobile BI. With Yellowfin, any BI content created via the core browser-based application is immediately and securely available on any mobile device without having to re-create or repackage content for mobile distribution.

"The ability to deploy reports to the iPad and other mobile devices, without the need to redevelop or rework reports in any way, has enabled both Honda France's IT department and sales force to complete their respective roles more effectively and efficiently, saving time and winning more business," said Loumont.

Loumont said that the responsiveness of Yellowfin's sales team and the technology itself, combined with localized consultation offered by Yellowfin partners Delphinea Conseils, delivered a great outcome.

"The intuitive nature of the product, and the professionalism of Yellowfin's sales and consulting services teams, has resulted in a highly successful implementation – Honda France is a very happy customer," said Loumont. I highly recommend Yellowfin to any company looking for a simple but complete BI solution at an affordable price.

"Yellowfin's financial and technological scalability will allow us to easily extend the solution into other business areas in the future."

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Regis Loumont,
IT Manager
Honda France

Find out more
www.yellowfinbi.com