

case study

LOAD KING



Client Name: LOAD KING
URL: Private Site
Launch Date: February 2003

Overview:

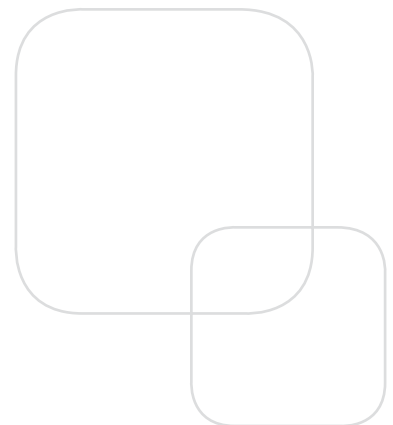
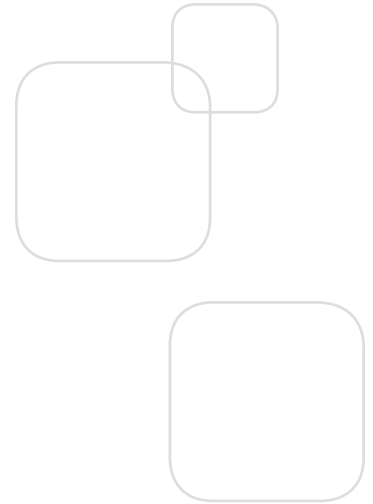
Load King Manufacturing, a leading international corporation manufacturing high quality equipment to clients that include Starbucks, Safeway, Albertsons, Kroger and Cold Stone Creamery, desired to do a better job of providing up-to-date mission critical sales data to the executive management team, sales managers and individual sales personnel. Working closely with Load King's management team, Capernaum designed and developed an Intranet based Sales Analysis system, allowing personnel to easily retrieve and analyze sales data through user-friendly reporting tools.

Business Need:

With tremendous growth due to new markets, product offerings and services over the past several years, Load King became increasingly aware that the retrieval of up-to-date sales information was crucial for continued company growth and savings. While data was available through their existing ERP system, needed reports became an overly complicated, cost ineffective, time consuming procedure. Once sales data was compiled, there still wasn't a very easy method to analyze data. Load King Executives needed the ability to instantaneously view current and historical sales information in a user-friendly system while allowing individual sales personnel to view their own sales information and commissions.

Solution:

Load King decided to address the problem by hiring Capernaum to develop a secure Intranet based Sales Analysis system that is accessible via the Internet and the company's intranet 24-7. Tying into Load King's existing back-end systems to ensure consistency and integrity of sales data, Capernaum developed a user-friendly set of business intelligence tools. Employees can now see specific data related to their division's sales, as well as their individual sales and commissions.



Key Site Features:

- Multiple access levels depending on role and user
- Leveraging of existing legacy investments
- 24-7 access of automatic daily updates
- Drill down ability to view sales details
- Sorting of user specified data for quick analysis
- Historic comparison
- User configured paging
- Defined printable data sheets

Results:

While improving efficiency of internal service was the driver behind this initiative, Load King immediately noted higher levels of employee satisfaction, significant time savings, and substantial improvement in the ability to forecast sales data. To Load King's surprise, the reports' simplicity additionally allows employees to quickly see hotspots, allowing proactive measures to be taken, which in turn contributes to the bottom line.

Technology:

Using Microsoft .Net web platform with Microsoft's SQL Server 2000 database software, Capernaum developed the various business intelligence tools to automatically retrieve and store data from Load King's existing ERP system.

Interested in seeing how Capernaum can help your company? Please let us know by contacting us.



For more information, visit www.capernaum.com or email info@capernaum.com