



IRW Systems Limited  
concept to realisation



**Microsoft**  
GOLD CERTIFIED  
Partner

"IRW were efficient and professional which enabled us to implement the solution with a minimum of disruption to staff and maximum benefit to the organisation."



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## Business Intelligence

**THE CUSTOMER:** Built from a grocery base, this organization optimizes the retail sales of many of the top food and drink brands in the UK and Ireland by providing strategic insight, analysis and in-store execution. By working with retailers to help manage the 50 yards in store from warehouse to consumer, the organisation can significantly increase sales of powerful brands. IRW have a close relationship with this company, providing all IT and web services for the last eleven years.

**THE REQUIREMENT:** This outsourced sales force organisation required the ability to analyse and interpret data on behalf of their principals, who are major international organisations.

**THE SOLUTION:** The data is gathered by their UK-wide sales team (over 300 members) on a custom business critical .NET application designed and written by IRW, for windows mobile, Windows Server and SharePoint. As their core business systems have SQL Server 2005 as the database platform, it was a case of leveraging the functionality of SQL Server 2005 Analysis services, Reporting Services and ProClarity Dashboards to provide the base for their Business Intelligence requirements. A data warehouse was added to the core system and the solution was built on a Windows 2003 Server R2 Standard Edition platform using SQL Server 2005 64 Bit Standard Edition. Data is moved between the operational database and the warehouse hourly giving an up-to-date view of what is happening on a local and national level. Analysis services cubes were created for various activities such as call coverage, results per question type, etc. The cube data is accessed using ProClarity Desktop 6.3 and ProClarity Dashboards 6.3. Reporting Services accesses the data from both the live database and the data warehouse, and is available through the standard reporting services web site and ProClarity Dashboards.

**BUSINESS BENEFITS:** Key deliverables and benefits from IRW Systems included:

- With less than a day's training, head office staff had the ability to look at information in seconds, which would normally take 2-3 days to correlate
- Information can be fed back to both clients and sales-force controllers in a far faster time frame with greater accuracy
- The business has a near real-time view of what is occurring within sales forces throughout the country
- Via the dashboards, clients can view their data and further analyse it, and can further tune their campaigns based on the data being fed back
- McCurrach clients can see the results of marketing campaigns within hours of the campaign starting
- Problems are highlighted at a very early stage and as a result can also be resolved at an early stage