

Kubota Tractor Australia and iQ4bis: Plowing Ahead with Improved Decision-Making

Business information needed

Kubota Tractor Australia distributes products all over Australia through 190 authorized dealers. Until recently, they were relying mainly on their proprietary ERP application as their data repository and using Microsoft Excel-based pivot tables for generating sales and inventory reports. “We needed visibility into our databases, but our dependence on Excel and pivot

tables meant that managers with limited Excel skills couldn’t run reports themselves,” says Paul Barry, Industrial Division Manager at Kubota. “We had to request reports from our IT people. As a result reports were only compiled once a month. We needed to upgrade our capabilities in order to support our growing operations.”



Kubota started to evaluate the options available. “We looked at a variety of solutions, including a couple of the multi-national business intelligence solutions, but they were extremely expensive,” says Barry. “Then we heard about iQ4bis.”

The natural choice

“iQ4bis proposed building a Proof of Concept using our own data,” says Barry. “We extracted some sales history data and sent it over to the iQ4bis team. They came back in a week with a fully developed sales cube that we could slice, dice, query, and report from. The proof of concept was our biggest reason for selecting iQ4bis. The very simple, easy-to-use yet effective user interface and operational procedures were also very important to us.”

iQ4bis showed Barry how to slice and dice his data and within a few minutes he was performing analyses and uncovering sales patterns. After a quick tutorial on some of the more advanced features, he was confident enough to demo iQ4bis to the rest of his management team.

Successful implementation

Kubota Tractor’s implementation of iQ4bis went very well. “Quickly we started looking at information patterns in iQ4bis’ visual format and drilling down into the underlying data,” says Barry. “We could easily spot suspect

Immediate Visibility into Sales History Database Empowers Managers to Perform Their Own Analyses

Business Challenges

- Needed improved visibility into ERP databases
- Sales managers couldn’t identify trends in a timely fashion
- Managers’ decision-making was limited by inefficient report generation

Business Results

- Provides immediate visibility into database resources
- Enables sales managers to identify trends among their distribution network
- Improves decision-making by empowering managers to perform their own analyses
- Saves time and speeds up the report-generation process





Kubota Tractor Australia and iQ4bis: Plowing Ahead with Improved Decision-Making (continued)

data quality. Even though our data was extremely accurate and complete, the Extract, Translate and Load process helped us improve data quality even more.”

“The set-up and support from iQ4bis has been great,” continues Barry. “The work done setting up the cubes was at times lengthy but the iQ4bis consultant did a great job understanding our business. In addition, the level of ongoing support and contact was excellent. iQ4bis has been very professional and proactive in ensuring that we are completely satisfied.”

POSITIVE IMPACTS

“Currently all managers at the Melbourne facility use iQ4bis,” says Barry, “and we are planning to roll it out to our external sales staff so that they can access it via the web. Our decision-making process has improved

“iQ4bis has answered our most pressing need—better visibility into our data. We have cubes and views that address our very real business requirements. We are very happy overall with the performance of iQ4bis.”

*Paul Barry,
Industrial Division Manager,
Kubota Tractors Australia*

because managers are far more empowered with information,” says Barry. “The sales history views have had the greatest impact so far. The rolling period function for sales history has allowed us to identify trends in our distribution network. We are currently working on ways to better leverage the inventory cube.”

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own reports and improve our decision-making processes. We have cubes and views that address our very real business requirements. We are very happy overall with the performance of iQ4bis.”

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Who Uses iQ4bis In Kubota Tractors

- Managing Director
- Chief Financial Officer
- Industrial Division Manager
- Sales Managers

Benefits For Kubota Tractors

- Provides immediate visibility into database resources
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- Saves time and speeds up the report-generation process

Associated Platform

- VMware ESX
- 4GL Proprietary ERP

iQ4bis Products

- iQ4bis DataServer
- iQ4bis Analysis

Key Reasons Kubota Selected iQ4bis

- iQ4bis sales and support staff understood Kubota’s business and built Proof of Concept (POC) views to support their immediate requirements
- Proof of Concept demonstration provided concrete example of benefits before making investment
- iQ4bis supported the reporting functionality that Kubota desired
- Extremely fast turnaround



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