

TASER International and iQ4bis: Hitting the Mark on Sales Reporting

How data becomes actionable information

TASER International produces advanced electronic control devices that incapacitate dangerous, combative, or high-risk subjects who



pose a risk to law enforcement officers, innocent citizens, or themselves. “We were spending hours we didn’t have creating sales reports,” says Director of Application Development Nigel Deacon. “We upgraded to Microsoft® Dynamics™ AX to provide a platform to support our

phenomenal growth, but that didn’t solve our reporting issues. We had lots of data but no robust, easily-accessible way to analyze it for patterns, trends, and comparisons. We needed a reporting tool that would provide near-real-time information and empower our management to perform their own analyses. iQ4bis delivered all of that in what turned out to be an extremely cost-effective package.”

Fast implementation, cost-effective solution

“iQ4bis is optimized to work in a Microsoft environment, with Dynamics AX and SQL Server 2005, so the software was installed and configured easily,” says Deacon. “iQ4bis DataServer made learning the cube building process easy. We spend hardly anything on maintenance, and we do our own training. Report generation used to take us two to three man days per month; now it’s less than a half-day. We’re saving that expense and our line managers are more productive and more responsive to changing business requirements.”

A different way of seeing

“When we first installed iQ4bis and set up the cubes and views, the sales team still asked me to prepare their reports,” recounts Deacon. “They were used to static, two-dimensional reports, and it was a conceptual stretch to get acclimated to multi-dimensional reports. But

iQ4bis Empowers TASER’s Managers to Perform Their Own Analyses

- Improve the quality and timeliness of information delivery to managers in Sales, Quality, and Inventory areas of the business
- Quickly implement an affordable, easy-to-use, business intelligence system that tightly integrates with newly installed Microsoft Dynamics AX ERP system
- Reduce IT resources spent creating reports

Business results

- Provided upper level management with up-to-date snapshot of company performance
- Ease-of-use enabled TASER to perform all customization and development in-house
- Improved sales and customer information capture and analysis through managers’ own real-time analyses
- Improved QA / QC process through enhanced analytical capabilities





TASER International and iQ4bis: Hitting the Mark on Sales Reporting (continued)

quickly they began to see how fast and easy it was to use iQ4bis. They began to analyze their sales figures and generate their own reports. We've saved many hours per week and empowered our sales team to be more responsive to market trends. Our team can spot things they'd never see in flat reports."

Pay offs in quality control, inventory control, and more

TASER is using iQ4bis to help improve their Quality Assurance / Quality Control programs. "We can spot trends early and take corrective action right away," Deacon says. "It helps us maintain state of the art product quality."

TASER has most recently added an Inventory cube. "The ability to more clearly understand and control our inventory movement is crucial for containing costs and enabling revenues," says Deacon. "If we're undersupplied, we may not be able to assemble and ship in time to make revenue targets. Or if Excess Inventory is climbing and will affect expenses, our managers need that information to make changes and achieve our performance targets."

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TASER International*

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"Interestingly, iQ4bis helped us understand where our data collection could be improved." said Deacon. "We've identified areas where we'd like to know more about our business, and are adding new fields in the database to provide greater granularity of detail for more powerful analyses."

TASER® C2 Personal Protector



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Who uses iQ4bis in TASER

- Upper Level Management
- Sales Team
- Manufacturing
- QA / QC Managers
- Application Development Team

Benefits for TASER

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Associated Platforms

- Microsoft SQL Server 2005
- Microsoft Dynamics AX ERP

iQ4bis Views

- iQ4bis DataServer
- Q4bis Analysis Web

Key Reasons TASER Selected iQ4bis

- Significantly faster sales report generation
- Seamless integration with Microsoft Dynamics AX
- Supports multiple critical applications within TASER

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