



 appsbroker

insight**NOW**

instant actionable insights

...no ordinary dashboard

FOR MANUFACTURING

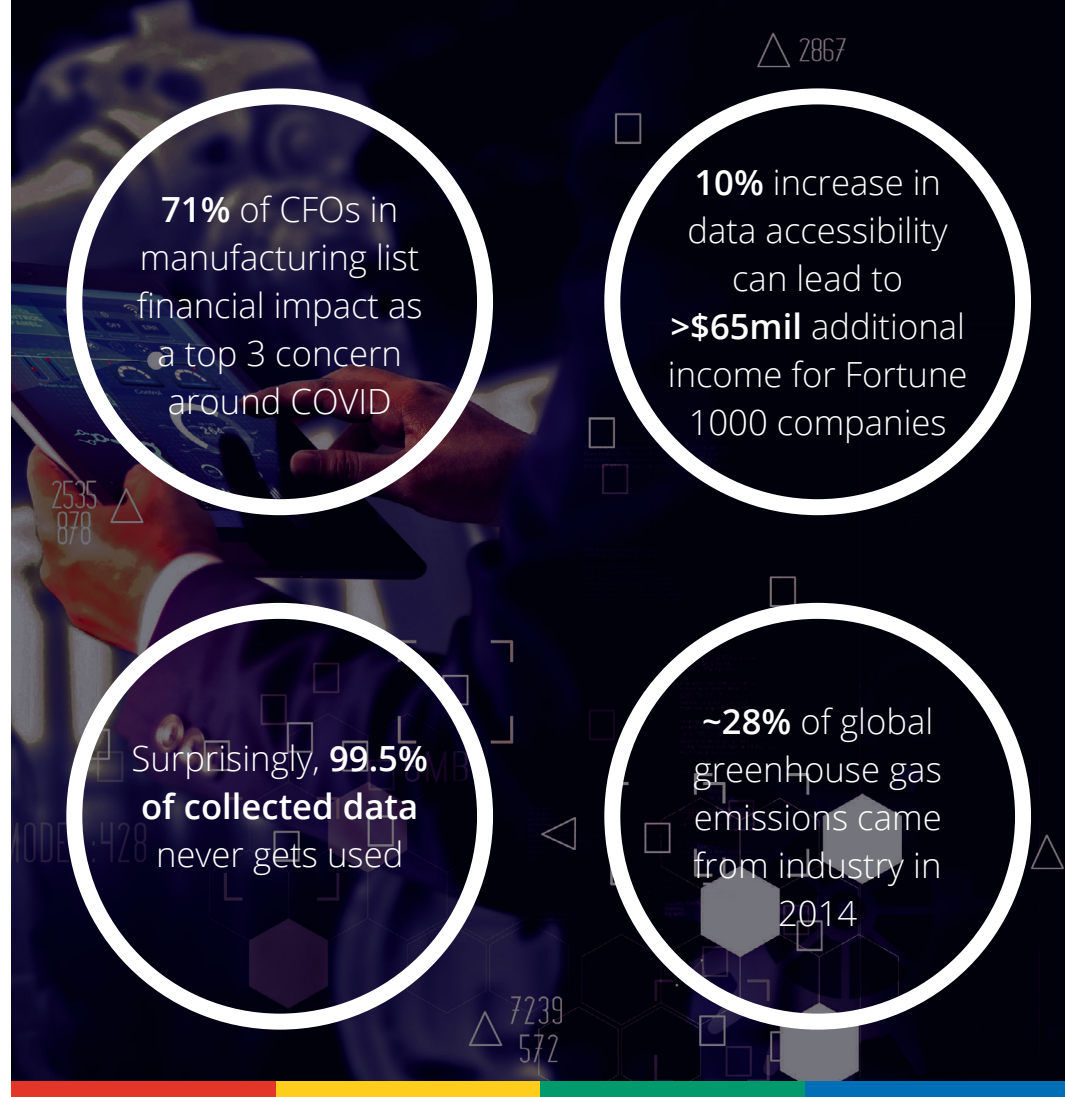
Manufacturers can no longer rely on yesterday's insights

In a world transformed by the COVID-19 pandemic, "financial impact, including effects on results of operations, future periods and liquidity and capital resources" has become the principle concern of manufacturers (pwc, 2020). Other priorities include the effects on workforce and productivity and supply chain disruptions.

Margins for error are much tighter than ever before, and there is no easily visible end to the period of uncertainty surrounding global demand and consumption. Success will now hinge on the speed at which manufacturers can both understand their own business - such as production line performance or operational output - and react to dynamic external conditions, such as customer, supplier and competitor behaviour.

Even a short disruption of 30 days or fewer can put 3 to 5 percent of EBITDA margin at stake...as much as 45% of one year's EBITDA can be lost each decade because of disruptions. (McKinsey, 2020)

A successful manufacturing strategy should combine the intelligence of big data with the agility of instant insights, while creating a real-time insight culture across the business. The benefits can range from significant improvements to revenue performance year-on-year, through to enhanced sustainability, productivity and workforce optimisation - and are more important than ever to realise in the current climate.



Optimise and empower at the point of work

A 1% improvement in productivity across manufacturing can result in \$500 million in annual savings... predicting anomalies on time can result in savings of up to 12%, maintenance cost reductions of up to 30% and elimination of breakdowns by up to 70%. (DataRPM, 2018)

To move from a reactive to a more proactive way of working, business-critical insights are needed at the point of work - easily digestible by the teams that can act to drive positive outcomes, from maintenance through to supply management.

By viewing, analysing and acting upon these insights in real time, manufacturing can not only quickly rectify costly downtime or supply disruption, but can also continually optimise production and business performance. Furthermore, using trend analysis can allow manufacturers to benefit from predictive and preventative maintenance - understanding when faults are likely to occur and taking proactive measures to resolve.

To harness the true opportunity of real-time analysis and with it data-driven decision making, manufacturers require technology that provides the speed and scale to conduct this work under huge time and volume pressures.

Introducing insightNOW

insightNOW converges each of your information sources into a single cohesive environment, providing instant visualisation and actionable insights across your entire business estate.

insightNOW allows you to make the transition to a fully insight-enabled organisation, with information at the heart of your activities. It is designed to interface with your existing information estate, making the most of the data you already create without having to rip-and-replace your existing analytics capabilities.

Through a period of dedicated consultancy, the solution is scoped and carefully tailored to meet the unique requirements of your business, bringing together data sources into a central display.

This opens up new business intelligence opportunities, from analysing high-level trends such as global performance of production and operations broken down by region, through to supplier behaviour projection based on time of day or response to market conditions. Each business unit, from C-level through to Pricing, Sales, Operations and Supply, is provided with a display relevant to their own requirements.

Through continually assessing the metrics that matter to you in real-time - regardless of where the information is generated - insightNOW enables you to make informed and effective decisions, such as deciding to lower price on a particular product or launching a new production run based on supply, demand and current output.

During peak business events, when your levels of demand can skyrocket to hundreds of times normal volumes, insightNOW benefits from Google Cloud Platform's unrivalled on-demand scalability to seamlessly handle any surge in data without loss of speed or accuracy. This gives you a vital edge as you can react in real time during the most important events of the years and maximise sales opportunities and drive operational efficiency when it matters most.



Did you know?

insightNOW gives you the visibility and control to make ,in the moment' decisions based on regional and global insight, driving optimal efficiency



Did you know?

insightNOW gives you the visibility and control to make 'in the moment' decisions based on regional and global insight to ensure you perform at peak efficiency.



Key features & benefits

Real-time insights at your fingertips

Instantly convene all of your data in a single display and cohesive format - even during surge events - so you can react to dynamic circumstances and continually optimise your global performance.

Enhanced decision-making

Make better and more informed decisions when it matters most by gaining complete oversight over every customer interaction and key function, from marketing and sales to product, shipping and logistics.

Custom, relevant displays

The real-time dashboard is customised to meet your unique requirements, giving you the insights you need, when you need them. We connect new and existing feeds to put you at the centre of your data.

Do more with less

You already generate vast quantities of data through your different operations - make the most of your existing investments by gaining new insights and a critical competitive edge.

Faster trend identification

Stay up-to-date with the latest trends around supplier activity, any anomalous production or operational issues, and also any customer or competitor trends that can impact your business. Predict when maintenance will be required.

Built on Google Cloud Platform

The world's most secure cloud platform gives you access to market-leading data analytics and machine learning tools to improve your performance year-round - and five nines reliability to handle unexpected spikes..



Case Study: leading British technology manufacturer

The Solution

Appsbroker worked in partnership with the client to go live with insightNOW in 2019 to respond to these challenges.

insightNOW converges all of the client's different data streams globally, then interprets and displays real-time information across every market, time zone and currency in a unified, consistent format, automatically converting currencies and comparing performance by region at relative times. This enables teams from the C-level down to gain immediate insights into their respective areas and make informed decisions instantly to continually optimise sales performance.

The client always offers global price parity and benefits significantly from the ability to continually assess the performance of products at both a per-region and holistic level which allows international price adjustments to be effectively balanced, enticing more customer purchases. As insightNOW is powered by Google Cloud Platform, it has the scalability and elasticity to seamlessly handle even the enormous surges faced during peak trading events, where demand can skyrocket by 100 times, while still delivering real-time visibility. This gives the client a vital advantage in moving faster than its competition during these surges, and in the first year of go-live revenues grew by 40% due to improved responsiveness during peak trading.

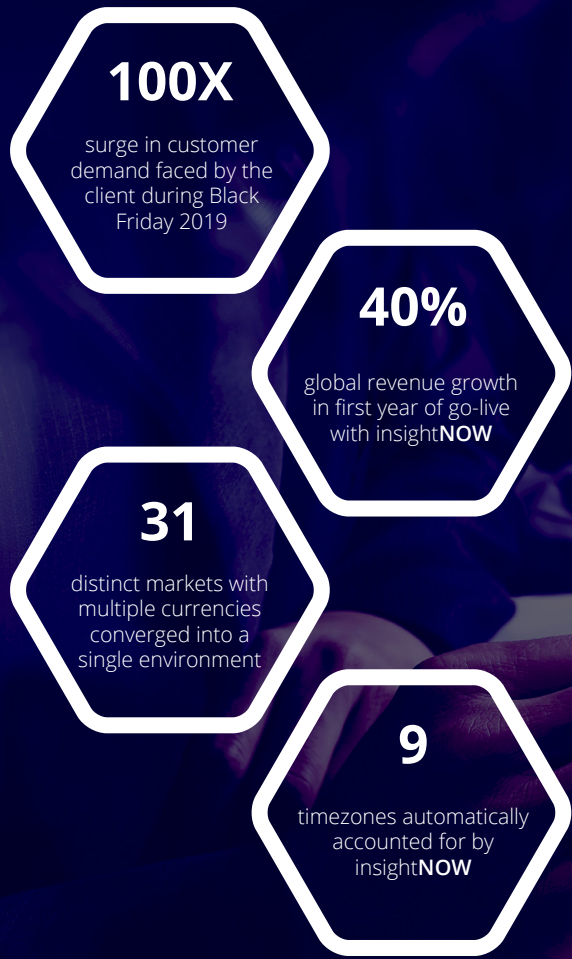


The Challenge

The client is one of Britain's best-known high street brands, with an international reputation for quality of design and continual innovation. While its traditional downstream wholesale operation was performing strongly, the client had started to branch out into direct sales, in which it saw enormous potential for revenue growth and future security in a tumultuous retail landscape.

The client's sales operations span 31 different markets and 9 time zones, and it is mandated to offer global price parity, creating an enormous challenge in striking the best balance to maximise sales. Faced with competition from the digital native eCommerce providers, which are geared up by nature to improve sales performance through continually acting on rapid analytics, the client needed to significantly improve its reaction speeds to changing market conditions - at scale.

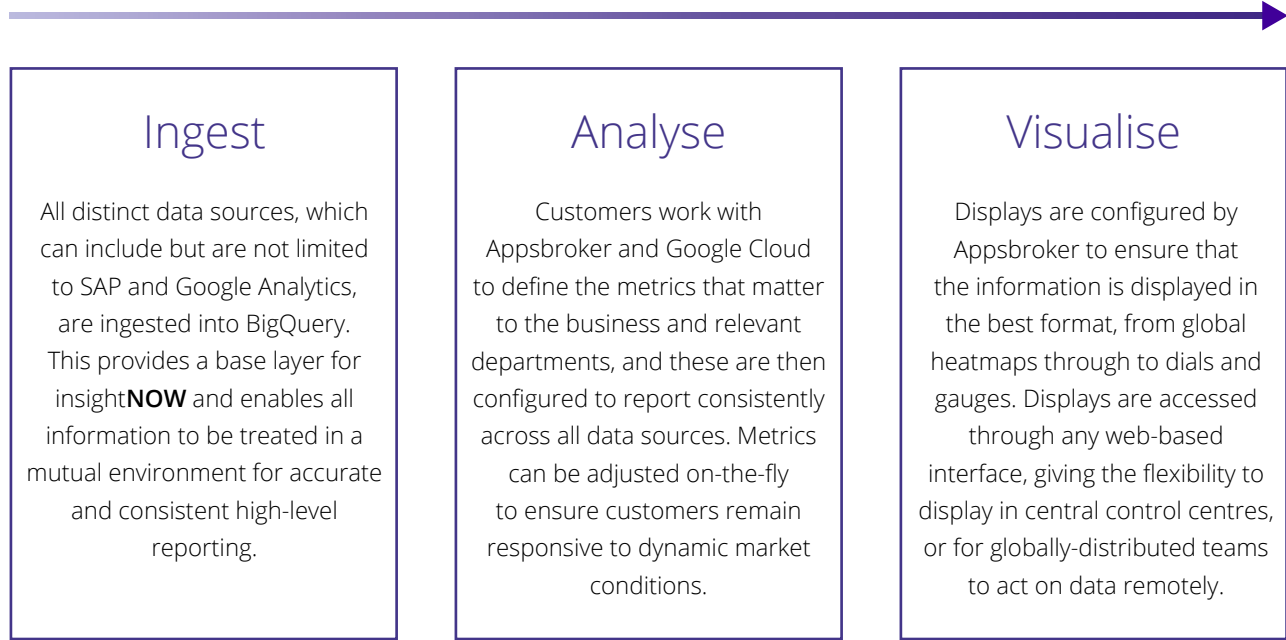
However its existing analytics solutions did not interoperate and it was impossible to identify high-level trends and customer behaviour fast enough to take any impactful actions, such as altering product prices to encourage demand as new markets came online. This was exasperated over peak trading events, during which organisations can generate or lose 60% of annual revenues in events like Black Friday and Singles' Day, and anything other than real-time analysis and responsive decision-making places businesses at a disadvantage. The client looked to Appsbroker and Google Cloud to boost revenues during these critical periods.



How does it work?



Your business is unique, and so insight**NOW** is designed with flexibility in mind. The process for deploying insight**NOW** can be briefly summarised as below - but also bear in mind that cultural integration is a key success factor.





- Highly-experienced at successfully working in partnership with major manufacturers to help them drive business transformation
- Google Cloud Managed Service Provider Partner, providing end-to-end service wrap
- The second UK Google Cloud Partner to attain a Specialisation in Data Analytics
- Collaborative approach to working with customers, designed to create best-fit solutions



- Infrastructure optimised for scaling to handle and process the enormous volumes of data created across the spectrum of manufacturing
- Leading cloud platform for Data Analytics
- Ready-to-deploy connectors from insight**NOW** to numerous analytics platforms, including any existing Google Analytics instances
- Evergreen infrastructure and continual optimisation to remain ahead of the curve

Talk to us today to discover how you can optimise your manufacturing business
with insight**NOW**



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