

Pentagon Technologies Streamlined their Sales



Management Process with InetSoft's BI Software

Summary

Pentagon Technologies (Pen-Tec) is a leading supplier of specialized products and services that improve the utilization, efficiency and life cycle of semiconductor manufacturing equipment. Pen-Tec needed powerful on-demand data access and flexible reporting presentation capabilities to improve their sales operations process: workflow efficiency, data quality, and the interaction between sales and engineering functions.

Evaluation criteria included running on the Linux OS, cross-platform data access with a zero-client option, and automated reporting capabilities. Most importantly for Pentagon, the solution offered easy to design reports and reports that actually looked like the design, even when presented in a variety of formats.

Problem/Challenge

Pentagon Technologies needed to improve many operational aspects of its sales process that reporting and information management were a key part of. Prior to implementing the Style Report™ application of InetSoft's Style Intelligence™ platform, simple databases had been created and were individually and manually accessed. Daily reports consisted of a spreadsheet that was converted to html for Web distribution. This labor-intensive process typically took 1-2 hours per day and when their analyst was out of the office, updates had to wait. Reporting errors were also a problem.

Solution/Requirement

With a diverse computing environment, the solution had to run on Linux, Windows & Mac and be able access data from a wide variety of sources, formats and platforms. They needed a high performance system with flexible presentation capabilities to deliver hundreds of scheduled reports in a variety of formats every day. Pen-Tec needed to deliver these reports both internally and externally, via management dashboards and customer portals. And the solution had to be zero-client based in order to support hundreds of users around the world.

Customer Value

InetSoft's Style Report™ software delivered Pen-Tec the robust reporting solution they needed to support, grow, and differentiate their business. Automated reporting is now an integral part of Pen-Tec's daily business processes and has paid instant dividends:

- As a result of the implementation, IT resources have been re-assigned and now address other company resource needs.
- Business managers have found it so easy to create their own reports and schedule them, etc, that they have become self-sufficient and expanded usage of the solution on their own.
- The company has gained a better understanding of its sales process. Now people know which opportunities to work on, are able to prioritize efforts and increase efficiency immensely from end-to-end. The right people have a better ability to track opportunities and work them.
- There is now capacity for more qualifications to take place, increasing the middle part of the sales funnel. There is also more time freed up to pursue new business and to take on more projects.
- The working relationship between sales and engineering functions has improved because of the greater visibility into accurate information.
- Currently 40-50 reports a day are automated. The next goal is to increase that to 200 a day.

For more information on InetSoft's Style Intelligence software, please visit www.inetsoft.com.