



Customer Case Study

Web Browser System for Jennic

Delivering Sales Forecast & Prospect Management Reporting

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| Customer: Jennic Limited Location: United Kingdom Industry: Semiconductors Website: www.jennic.com | Problem: The existing process of developing the necessary monthly management reports was complex and time consuming. | Solution: A Web Browser based system for managing Sales Forecast and Prospect data. | Benefits: Improved management and planning of Sales Forecasting. A reporting data repository for all Sales and Prospect data. Ability to create reports, and access them over the company intranet. |
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About Jennic Limited

Jennic is a fabless semiconductor company leading the wireless connectivity revolution by providing wireless microcontrollers for a broad range of applications. Its expertise in systems and software combined with world class RF and digital chip design provides low cost, highly integrated wireless microcontrollers with a focus on the IEEE802.15.4 and ZigBee standards. Headquartered in Sheffield, UK, Jennic also has offices in China, Japan, Taiwan, and the USA

Requirements

For Jennic who are a pioneer of leading edge technology, easy access to its sales forecasting information is of critical importance to their business. Cooper Software was set the challenge of creating a web application which would automatically import the global sales data that was being captured using salesforce.com, into a local data warehouse. The system needed to provide an export capability and a platform to host all of the company's business reports. It was essential that the delivered solution was intuitive to use, and could be accessed by all Users via the company's intranet. Month on month comparative reports were also a key requirement so that 'New', 'Lost', 'Promoted', 'Demoted' and 'No Change' prospects could be managed.

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The Solution

Cooper Software created a detailed specification, following prototype workshops with all of the stakeholders to ensure that the final system would match everyone's expectation.

Once the design was agreed upon a SQL Server database driven, Intranet application was created using ASP .Net providing the following features:

- An import utility which would enable the administrator to automatically import monthly snapshots of data from salesforce.com.
- An Administration console so that user access to the system could be controlled and new reports could be added.
- An export facility, enabling users to download complex month-on-month data sets into Excel for additional analysis.
- A suite of Sales Management Reports, available via web.

The Result and Benefits

The web based Sales Reporting application that was delivered, provided instant benefit

and Users had immediate access to Forecast and Prospect data and Management Reports. Essential month on month comparison reports by Region, Product Family, and Salesperson with a supporting drill-down capability facilitated improved and more accurate sales forecasting.

Comments



"Cooper Software played an instrumental role in clarifying a prioritised set of business reporting requirements. The ability to have month on month comparisons of product prospect information is something that helps our business planning and as a company we are able to be more reactive to rapidly changing market conditions and trends."

VP Sales, Jennic Ltd.

"Typically the data gathering process required to produce the monthly management reports was a very time consuming and labour intensive process. It was also difficult to create real-time reports. The system delivered by Cooper Software, which also included some report development training, so that I can now create and deploy my own reports, has been a real success and monthly reports can be put-together in minutes instead of days."

Customer Service Administrator, Jennic Ltd