



# Case Study

## Cable Manufacturers

### About the customer

- A Fortune 500 company headquartered in Highland Heights, Kentucky, is a global leader in the development, design, manufacture, marketing and distribution of copper, aluminum and fiber optic wire and cable products for the energy, industrial, specialty and communications markets around the world. The Company offers competitive strengths in such areas as breadth of product line, brand recognition, distribution and logistics, sales and service, and operating efficiency.
- Company with the broadest product and global reach in the wire and cable industry. It's a power, built upon diverse resources, that serves a global market. It's about new technologies sketched on all four hemispheres.
- Serving commercial, industrial, electric utility, telecommunications, OEM, military/government, retail, electrical and communications distributor customers worldwide, company and its 12,000 associates conduct business in 47 manufacturing locations in 25 countries, with sales representation around the globe. This Company offers a world presence that is aligned with our customers' ever-changing sets of needs.
- With superior research and development, engineering and manufacturing operations, industry-leading logistics capabilities, the broadest product range in the industry, and a strong group of associates seamlessly teaming up to satisfy customers worldwide, there's no question that this is one of the premier wire and cable companies in the world!

### Project Snapshot

Company	Cable Manufacturers
Platform/Technology	COGNOS 8 Series and DB2
Solution/Service	Report Development & Enhancement
Number of Sites	As of now only India & Thailand
Delivery Model	Onsite - Requirement Gathering Offshore – Development, Testing & Preparing the Report Design Document
Project Duration	Jan 2012 to till date

### Business Issue

- With the increasing amount of data available to companies, manually tabulating and assessing data is no longer feasible if you want to remain ahead of your competitors.
- The reason many business projects fail is because critical decisions are made without the best and most objective information.

### Solution

- With a BI program, you can pull data and create the reports at the click of a button thus freeing up time and resources allowing employees to be more productive on their own tasks.
- BI software can be set up to accumulate and monitor relevant data that's available when you want it.
- BI processes help you monitor past and present performances of nearly all operations, while giving you a solid base with which to make future predictions. Essentially BI helps SMEs make better informed decisions.