



## Supply Chain Analytics Delivers Exceptional ROI for Distribution Business

Control Tower analytics evolves from interim project into a strategic analytics application that saves time, money, and resources for mid-market distribution company



*New supply chain analytics were sorely needed, but we didn't know how to get started. Our consultant quickly spotted problems from our limited data. He advanced our requirements and presented us with a Control Tower solution that meets our needs so much more completely than we'd ever imagined.*



- Vice President,  
Business Intelligence

### OVERVIEW

A mid-market distributor wasn't able to make efficient supply chain decisions. Despite its complex supply chain, the company operated with an outdated data architecture that produced insufficient insights for leaders to make actionable decisions. Poor data quality and inaccurate metrics resulted in teams spending too much time seeking the "right" information.

Unable to manage its distribution against constantly changing supply and demand, the company turned to Evolution Analytics' consulting experts to improve their data system for more timely, accurate, and comprehensive supply chain data and analytics reporting.

## SOLUTION

Working closely with the distributor's team, Evolution Analytics' consultants designed an interim analytics solution to help the company manage its inventory and forecast demand while waiting for a multi-year, multi-million dollar implementation of packaged analytics software.

The team analyzed the client's base transactional data including orders, invoices, forecasts, backorders, inventory, purchase orders and inbound deliveries. Next, the consultants designed, implemented and customized a supply chain analytics and control tower solution that leveraged and extended a cloud-based data architecture and powerful data visualizations for decision-making insight.

The new data platform empowered the distributor with its own control tower, quickly and cost-effectively. It combined existing datasets with several new sources:

- + Custom enterprise resource planning repositories for multiple distribution centers
- + A transportation management system
- + New packaged software for supply chain management
- + Business-maintained spreadsheets

### Identify Analytics Applications and Prepare a Strong Foundation

Building custom business applications starts with an essential first step: creating a strategic roadmap to facilitate the company's move to a modern, cloud-based data architecture. This critical process involves identifying and prioritizing business use cases of data analytics around the business and determining the core technologies to build on. With Evolution Analytics, this process typically takes just a few weeks.

For the distribution company's control tower project, Power BI was selected along with Snowflake running on Microsoft Azure. Once the technologies were implemented, the data and reports were incrementally built out as needed for specific use cases. This supply chain analytics case study is just one example of the business-oriented use cases that were implemented for this client.

## OUTCOMES

The distributor is now able to move at the speed of business. Supported by a cloud data architecture that flexibly integrates data from multiple source systems and applies advanced analytics, the new solution helps company leaders and business users get the insight they need from corporate data. They are now able to better manage supply and demand, optimize shipping lanes across distribution centers, and even manage data integration for mergers and acquisitions activity.

The supply chain analytics and control tower solution was delivered at a significantly lower cost than larger companies had proposed, demonstrating the efficiency and effectiveness of Evolution Analytics' approach. Although the longer-term packaged supply chain software is now fully implemented also, the business continues to use the custom control tower solution as a core application on a day-to-day basis.

### New Supply Chain Analytics & Reporting Capabilities

- + View orders in near real-time
- + Analyze forecast versus actual sales
- + Predict and prevent out-of-stock issues
- + Proactively manage inventory across distribution centers
- + Analyze historical changes to see how problems arise
- + Manage suppliers and internal planners through dashboards
- + See executive-level summary data to pinpoint trouble spots
- + Use exception-based reporting to quickly garner actionable insights

## RESULTS

The supply chain analytics and control tower solution drove enormous ROI for this mid-market distribution company by providing time and accurate data insights for better decision-making.

“Your team was a key driver in our digital transformation over the last several years. We truly appreciate your partnership, skill set and passion for our projects. The Control Tower is still highly regarded and used on a day-to-day basis by our Operations team. They said they couldn’t run the business without it. It will live on for a long time.”

- Senior Vice President  
and Chief Information Officer



### Speed of Delivery:

With a foundational cloud data warehouse in place, initial business value was recognized in **four weeks** and the project was completed in **twelve weeks**.



### Optimized Cost:

The supply chain analytics and control tower was delivered at **one-third** the cost of bigger analytics consultancies and **one-fifth** the cost of industry packaged supply chain solutions.



### Business Value:

The distributor’s minimal investment of **1.5 resources for three months** is driving continued measurable value.

Evolution Analytics is a modern consulting firm that helps mid-market companies compete with data, analytics and AI. Our Advise, Build and Enable services deliver high-value data solutions with speed and efficiency, affording companies the freedom to focus where it matters – driving measurable growth. By mastering the art and science of successful analytics, we transform companies with better data and business insight.

To learn more about our capabilities, contact our team at [sales@evolutionanalytics.com](mailto:sales@evolutionanalytics.com)