



esprinet®

Esprinet S.p.A.
Nova Milanese (Milan), Italy
www.esprinet.com

Industry:

High Technology

Annual Revenue:

US\$6.02 billion

Employees:

1,140

Oracle Products & Services:

Oracle Business Intelligence Suite
Enterprise Edition

“Oracle Business Intelligence Enterprise Edition provides the power, ease of use, and flexibility we need to analyze data and make decisions much faster. It is easy for our business managers to use, without relying on the IT team for support.” – Gabriele Cunio, Web and Data Warehouse Manager, Esprinet S.p.A.

Esprinet S.p.A. Enables Efficient Data Analysis and Speeds Decision Making with Business Intelligence

Esprinet S.p.A. (MTAX, PRT) is a wholesale distributor of IT and consumer electronics in Italy and Spain, where it holds the first and third position in the market respectively, with 40,000 retailers and more than 500 brands in its portfolio. An internet-based sales model (www.esprinet.com) allows the company to focus specifically on the distribution of technology to retailers serving small- and medium-sized enterprises.

Challenges

- Build executive dashboards to accelerate key management decisions, such as for actions due to decreased sales
- Enable business managers to rapidly create reports and conduct analysis without relying on the IT team for support
- Gain the ability to create key metric indicators such as transportation costs, time to delivery, and margins (loss), to enable greater business insight and agility
- Supplement the company’s existing business intelligence system that provides a high level of detail but is not effective with aggregate data

Solution

- Implemented Oracle Business Intelligence Suite Enterprise Edition to improve decision making and enable business users to create reports quickly and easily without IT support
- Reduced decision-making time by creating scenario indicators
- Extended analyses capabilities around the sales, marketing, administration, and logistics functions to drive more informed decisions
- Enabled users to become more independent by making it easier for them to create their own reports
- Gained the ability to conduct more specific, sophisticated analyses such as monitoring the potential loss of customers in a particular sales channel or brand with the goal of undertaking corrective actions
- Increased reporting flexibility, reducing the need for static analysis tools (Excel spreadsheets)
- Began replicating the solution introduced in Italy and Spain, to build geographic benchmarks