



## Visualising data for business intelligence

**The Renault UK Trade Programme is a 25,000 strong partner and loyalty scheme. It is designed so that Independent Motor Traders and Bodyshops can benefit from purchasing genuine Renault parts by receiving trade discounts and regular mailings on promotions and new products.**

### The Challenge

Renault UK had recognised the importance of data to support their marketing efforts and the operational running of the business. They invested in a single customer view database with dbg to consolidate their data and provide them with intelligence to drive the business.

With this project completed they were faced with the challenge of using the data effectively; understanding what this consolidated data could tell them, having visibility of the data and reporting upon it. The structure of the programme meant that Renault UK had a number of different requirements for different members of the organisation such as management and area managers of dealerships.

The key objectives for any implementation included:

- Increasing visibility of the Renault trade sales data for data analysis and reporting
- An easy to use tool that would not require analytical expertise
- A flexible solution that could meet the requirements of management as well as area managers

“We required a way for our head office and field staff to be able to analyse the data for car parts sold by Renault dealers to independent garages. With over 50,000 parts, 30,000 independent garages and 130 Renault dealers in the database - simple yet flexible access to the data is vital. dbg recommended their reporting tool and it has not disappointed.”



“dbg reporting studio gives us a window into every element of our database that we have never had before. We are now able to interrogate any sale of any car part to any of our dealer networks trade customers within seconds. All of this is delivered over the web, meaning we can access the information we need, whenever we want, and wherever we are.”

### The Solution

dbg reporting studio has been deployed over the Renault UK database; giving them improved visibility of their data.

Prior to deployment dbg worked with the Renault UK team to understand the requirements of the different users; pre-configuring reports and filter options based on job function. Based on log in credentials each user sees the most relevant information to their area and has access to different data selections.

The solution contains 29 filters and data options such as specific dealer information, products, area, trade partners, and even drills down to specific transactions. Drag and drop functionality allows users to quickly analyse, search and visualise customer data, ‘slice and dice’ data and drill down to granular level.

### The Outcome

The solution provides Renault UK with a number of benefits. A key one being increased real time access to data. The Renault Trade Programme team now have the ability to drill into their data and understand their business at any given moment; should they notice an unusual sales pattern or figures be low, they can dive straight into the data to try and determine the cause. This increased visibility of data provides business agility.

With users able to access the data directly and many of the required reports predefined, dbg reporting studio has also delivered considerable time and efficiency savings. This together with the value derived from a deeper understanding of the business translates into a positive return on investment.

“dbg worked tirelessly to ensure the solution was delivered on time and on budget and I’m pleased to say it is delivering tangible business benefits such as identifying sales opportunities either at product or customer level. It enables us to quickly identify trends and has proved an invaluable asset.”

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