Industrial Thread Manufacturer

Case Study

Connecting People & Data with Business Intelligence

FORTUDE

The Client

Customer: A&E Bangladesh Ltd.
Website: www.amefird.com/bd/
Size: 250+ employees
Country: Bangladesh
Industry: Industrial sewing thread and yarn

Founded in 2007, American & Efird Bangladesh Ltd. is a leader in manufacturing industrial sewing thread and yarn for apparel and specialty markets. The client's global presence extends from Asia to Europe to the Americas.

The company distinguishes itself from peer companies with a strong dedication to providing their customers with the finest products and services, at the highest quality.

A&E Bangladesh is a subsidiary of American & Efird Inc. (A&E), which was founded in 1891 and is based in Mt. Holly, North Carolina. It has manufacturing facilities in the United States and internationally.

A&E
Innovate. Create. Deliver.

"
The solution created a single trustworthy view of our entire ERP system, allowing us to take better decisions for the company.

Tharindu Dissanayake
General Manager ICT
A&E Bangladesh Ltd.

The Business Challenge

- Being one of the large manufacturers of sewing threads and yarns with a broad presence in Asia, Europe, and Americas, A&E was receiving data from several source systems

- A&E was looking for a way to turn these bits and pieces of data into insightful information through stronger reporting and analytics, which would enable better decision making and allow stakeholders to monitor the impact of the decisions.

- The client also wanted reliable and timely information through a centralized interface to gain more visibility into their operations and performance.

- After evaluating leading solutions in the market, A&E wanted Fortude to implement a BI solution based on Yellowfin dashboards supported by Microsoft BI technologies.

Our Solution & Approach

- The solution was based on a centralized data warehouse, built with the ability to extract analytical data from various operational sources.

- The extracted data provided insights of varying degrees of depth to key stakeholders of the organization. The solution also enabled the information users of A&E to discover trends and patterns.

- The operational KPIs and the insights generated from analyzed data were then displayed on sales, forecast & manufacturing dashboards based on Yellowfin BI v7.1. These web-based dashboards facilitated the ability to display on both desktop and mobile devices.

- Fortude's experience designing business solutions for the manufacturing clients, complemented by the implementation team's expertise of Microsoft BI technology further contributed to the integrity of the solution.

Impact

- Operational KPIs and metrics
- Self-service dashboards
- Business trends and patterns
- Collaborate and share information
- Mobility support

- The implemented BI solution allowed A&E users to visualize business goals, operational KPIs, and metrics at a click, without having to extract data from various sources manually.

- The BI dashboards also allowed the management to build custom dashboards in different outputs as and when required and share and collaborate among themselves.

- The solution allowed the clients to drill down from high-level information to more detailed, focused information to obtain a deeper understanding of the business performance.

- The support for mobile devices provided access to critical sales and customer data whenever and wherever required.

- The solution provided near-real-time analytics to visualize trends and analyze past data, thus allowing key decision makers to compare current data with past data

About Yellowfin

Yellowfin is a leading Business Intelligence software vendor for organizations of all sizes. The company has served over 10,000 organizations, and more than 2 million end-users across 70 different countries. Website: www.yellowfinbi.com

About Fortude

Fortude has grown into a team of 200+ qualified, multi-skilled, experienced professionals, working in the USA, Sri Lanka, and Australia. We are a Global Alliance Partner of Infor and a Microsoft Gold Partner, thus making us a trusted implementation partner.

Microsoft Partner | Gold Data Analytics

Microsoft