



Case Study



Pro Business Intelligence Enables Successful and Efficient Reporting for Ambu USA, Inc.



Industry: Medical Equipment

Based: Baltimore, MD

Employees: 50

Founded: 1983

Status: Privately held

Software: FACTS

Users: 29

For more about Ambu USA, Inc. visit:

www.ambuusa.com

Ambu USA Inc. provides professional diagnostic, life -supporting and training equipment and solutions to hospitals and rescue services. As the U.S. distributor for a prominent international manufacturer, Ambu is frequently called upon to produce a myriad of specialized reports both for itself and its parent company. Ambu uses Infor's FACTS business software system to automate its accounting, customer service, inventory management and purchasing functions. Consequently, Ambu was interested in finding a data analysis and reporting tool for FACTS that could help it more easily produce the many reports needed in a timely manner.

"Paper reports make it difficult to do a quick and detailed analysis," said Phyllis Straus, Controller at AmbuUSA. "Downloading to Excel resulted in data that might still need a lot of manipulation and time to be useful. It often took an entire day to produce a large report. We needed an efficient reporting tool that could quickly give us the key information in an easy-to-read format."

How Do They Do It?

Enter Pro Business Intelligence (Pro BI), an application designed for FACTS users that lets companies like Ambu analyze critical business information from any angle, in any combination. Pro BI has provided Ambu with a tool that allows its management team to quickly grasp business issues, manage performance and focus their actions. With Pro BI, decision makers at Ambu can easily explore and drill-down into FACTS data using an intuitive user interface.

"With Pro BI, we have all the information at our fingertips," said Phyllis, who went on to explain that Pro BI has helped Ambu in a number of areas, including sales analysis. "For example, we can more easily identify changes to sales patterns over time. We can look at how our dealers are performing by total sales or product categories. Frequently, we use Pro BI to spot trends and take corrective action when necessary."

➔ **A PARTNER SOLUTION ...**

Developed by Earnest & Associates, an Authorized Infor Solution Partner, Pro Business Intelligence is certified by Infor as a leading solution for both FACTS and TakeStock. By selectively creating alliances with partners that maintain the same rigorous quality standards for programming, design and functionality, Infor provides our customers with an expanded and enhanced solution.

Pro BI features an interactive executive dashboard that presents timely FACTS data in a graphical format and lets managers get the big picture. Ambu's dashboard includes a number of Key Performance Indicators (KPIs) that measure corporate metrics such as supplier scorecards, sales performance, and customer profitability. Up-to-date information that is filtered through these KPIs help Ambu's managers stay ahead of the curve.



The signature Ambu bag used for resuscitation.

“Hindsight is always twenty-twenty, but why wait for the end of month to get the information you need today?” asked Phyllis. “We can compare our KPIs against plan halfway through the month. If we have not reached our thresholds at that point, we can act proactively. The end result is that we have exceeded expectations more often than before.”

Ambu's decision makers often use Pro BI as a tool to answer their own questions and explore data from different perspectives, quickly and easily. Users can explore and drill-down into FACTS data using Pro BI's graphical user interface. Reports can be saved and automatically distributed in a wide variety of formats, including .pdf, .txt and .xls.

“Pro BI is a great way to share information both inside and outside the company,” said Phyllis. “We can print, fax or email reports and quickly send them directly to our employees, suppliers and customers. Everyone enjoys the benefits of having access to timely information that is delivered whenever and wherever they need it.” With unparalleled breadth and depth, Pro BI for FACTS has provided Ambu with a complete solution to make better decisions and manage business performance for optimum results. It is a win-win solution for everyone.

For more information on Pro Business Intelligence, please contact your Solution Partner! ?



5555 Tech Center Drive
Suite 300
Colorado Springs, CO 80919

800 404 8009 | Phone
distribution.info@infor.com