

Business Intelligence Solution to Direct Selling Industry

Client Background and Business Requirements :

As one of the world's largest direct selling company that sells cosmetics products directly to consumers, the client is based in Dallas, Texas, with business spreading more than 30 countries and districts all over the world. It has 5000 employees and over 1.8 million consultants worldwide. Beyondsoft helps the client develop BI Smart project and offers solutions. As a key project of the client's FO and DW departments, Beyondsoft provides technical support to the client's sales department, financial department, marketing department and customer service department.

- Sales Analysis: helping the sales team develop new market opportunities through the comparison of daily/monthly/annual sales reports and statistic analysis of sales information.
- Service Quality Analysis: including business amount, sales amount and sales promotion limit. Users can focus on business operation.
- Fault Location Analysis: including user query log, focus on user's real-time usage.
- Security Audit Function: including access control and user query log.

Beyondsoft Solution :

- Beyondsoft provides management over the project life cycle, including project management, requirement analysis, design, architecture building, coding and testing;
- Beyondsoft provides technical training support to BI staff (written technical material, technical training and knowledge sharing) and overcome some technical difficulties;
- Adopting Onsite/ODC development mode to achieve seamless communication between R&D team and the client;
- Extracting mass data in parallel distributed processing mechanism has greatly improved the speed and reliability.
- Dimensional and multi-index analysis;
- Various display modes of graph, such as histogram, pie chart, curve graph, scatter diagram,



progress bar, etc;

- Various display modes of fields, such as linked report, bookmark report, matrix report and indentation of long report;
- Supporting exporting the analysis report in common files and customizing periodic report;
- Adopting 7*24 work hour to timely response to the client and help it solve the problems, as well as better support the global business of the multinational corporation.

Client Benefits:

- By iterative development, the system function has been improved. Beyondsoft delivers a system with more complete, reliable and abundant functions.
- User interface and system performance has been constantly optimized. The system becomes more friendly and operable.

