

BUCS Analytics is a Kansas City-based performance management consulting firm that provides an analytics platform and visualization tools combined with a proprietary value-based methodology to serve its diverse set of manufacturing, distribution and retail clients. Using advanced process and proprietary analytics methods, BUCS Analytics facilitates targeted improvement and better business decisions through an integrated analytic approach. The result is an organization transformed in weeks to be a value-based, data-driven enterprise, with the tools to assess, track and impact performance.

“Spotfire puts the power of analysis into the hands of our business analysts and takes the IT constraint – and associated delay – out of the equation.”

**Paul Buchanan, President, BUCS Analytics**

## BUCS Analytics Looks to TIBCO Spotfire® to Deliver its Vision of Improving Service and Value Performance

BUCS Analytics is focused on improving its clients’ service, value and cash flow by applying analytic methods based on applied knowledge and experience in the areas of supply chain management, process management and financial analysis and planning. The company’s client engagements are focused on applying analytic methods that rapidly analyze performance and reveal improvement opportunities.

### CHALLENGE

Many companies lack the ability to derive actionable, common business insight from their data. An Aberdeen report last year on business intelligence reporting and analytics cited that companies lacking the ability to access and analyze information in an organized and timely manner were the ones being left behind. At the same time, the IBM Institute for Business Value recently published a report on its global CFO study affirming that “from every angle, the business is demanding greater breadth, depth and speed to insight.”

Companies that seek out BUCS Analytics services have been searching for ways to better serve their customers and improve efficiency of their operations. In order to identify these opportunities, BUCS Analytics transitioned from spreadsheets to databases paired with visualization tools because of the large volume of data it was collecting from its clients. It considered developing its own capability to analyze the data visually, but according to BUCS Analytics President Paul Buchanan determined a more expeditious approach would be to find a solution that met its criteria for an analytics solution and avoid the risk involved in trying to develop the technology in house.

**SOLUTION**

BUCS Analytics selected TIBCO Spotfire® Analytics to facilitate the analysis of the large volumes of custom-calculated data housed in the BUCS Analytics data warehouse. Because of Spotfire software’s powerful in-memory analysis, predictive modeling and visual and intuitive interface BUCS Analytics is able to create an analytic assessment and action plan in a matter of weeks that would have otherwise taken many months or longer.

Upon engagement, BUCS Analytics populates its analytics platform with the client’s information including sales and performance history along with information for products, vendors, customers and locations, to provide a robust model of the client’s business. Once the model has been constructed, BUCS analyzes the data using Spotfire software to assess performance and improvement opportunities. In an ongoing relationship, this data is imported into the analytics platform and then made visible via Spotfire software on a continuous basis with reports and analysis easily constructed each period.

“It becomes a very repeatable process, not only within a client, but across clients,” notes Buchanan. The ease with which the data is brought into our analytics platform and is made instantly accessible via Spotfire software enabling BUCS Analytics to quickly turnaround a thorough analysis that yields rapid visibility into the client’s business. Spotfire Web Player brings further clarity to issues and opportunities for BUCS’ clients through its interactive dashboard that enables them to query, aggregate, filter and drill into data sets on the fly.

Buchanan considers his organization to be an advanced user of the Spotfire Analytics tool, yet readily concedes even they are always learning of new functionality and is particularly impressed with the quantity of new features that appear every six months in new software releases. “Spotfire keeps coming up with advances in the product that completely exceed our expectations, and faster than we could have imagined” he comments. “You don’t expect to have a revision that frequently with so much new functionality.” In the most recent Spotfire software release, Buchanan cited the new ability to input variables and attach them to S+, R and other more advanced algorithms, a powerful capability on the wish list of Buchanan and his team. As Spotfire software evolves, so do the level of capabilities BUCS Analytics can provide to its clients.

Spotfire software is utilized by BUCS Analytics for a range of analytic processes during its client engagements. Examples include:

**Financial Performance Comparison**

An animal healthcare company asked BUCS Analytics to conduct a performance review to gain insight into industry trends and relative performance and improvement opportunities. Using data from its client as well as the publicly available information from three of its competitors, BUCS Analytics used Spotfire software to ask and answer important questions such as: What is the growth rate compared to the competition? What is the return trend for the overall industry and each company? (See Figure 1)

How many days of inventory; payables? “In addition to the visual presentation, Spotfire

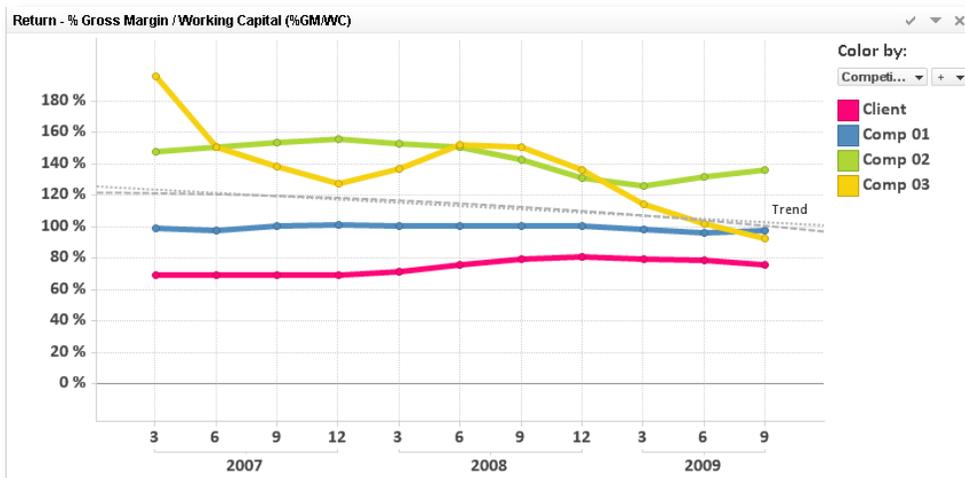


Figure 1

software’s slice and dice capabilities enable us to rapidly drill down and test theories further, without anyone leaving the room,” says Buchanan. “This enables us to show our client exactly where the opportunity for greater efficiency lies and where better alignment is needed to eliminate gaps.” This may differ from how the client believes his business is performing, but Spotfire Analytics enables us to clearly presents the data to back up the conclusion that there’s a disconnect.

**Supplier Analysis and Performance Improvement**

A regional distributor needed a means to improve supplier and product performance to derive cash flow improvements. With 25,000 active products across multiple locations from hundreds of suppliers, it was difficult to get a full view of price, demand, growth, lead times, terms, fill rates and value. Using Spotfire software, BUCS Analytics developed a comprehensive supplier performance scorecard that provided a view of historic performance including service, growth and value by supplier and associated product with insights for performance improvement readily identified. (See Figure 2) Without Spotfire Analytics it would take weeks to drill into thousands of data elements to identify a specific supplier or product that wasn’t

providing value. “By then the answer’s no longer pertinent,” says Buchanan. “Spotfire puts the power of analysis into the hands of our business analysts and takes the IT constraint – and associated delay – out of the equation.”

**Inventory Planning**

A packaging manufacturer looked to BUCS Analytics to help it analyze historical demand of its packaging products in order to better plan its inventory and reduce unused goods. This involved working with a substantial data set including sales orders, inventory positions by product, location and client. Bringing the data into BUCS Analytics’ database with Spotfire software seamlessly layered on top enabled it to present reports and analysis to the client in days instead of weeks. The Spotfire software analysis allows the manufacturer to see performance by product, customer, location, service level and revenue, returns, value; every single element can be seen in one place for the first time enabling the client to truly understand performance comprehensively. They, in turn, can provide customized reports for each of their customers via the web. “Being able to have that accessibility, clarity and confidence in the data just blows them away,” Buchanan says of his client.

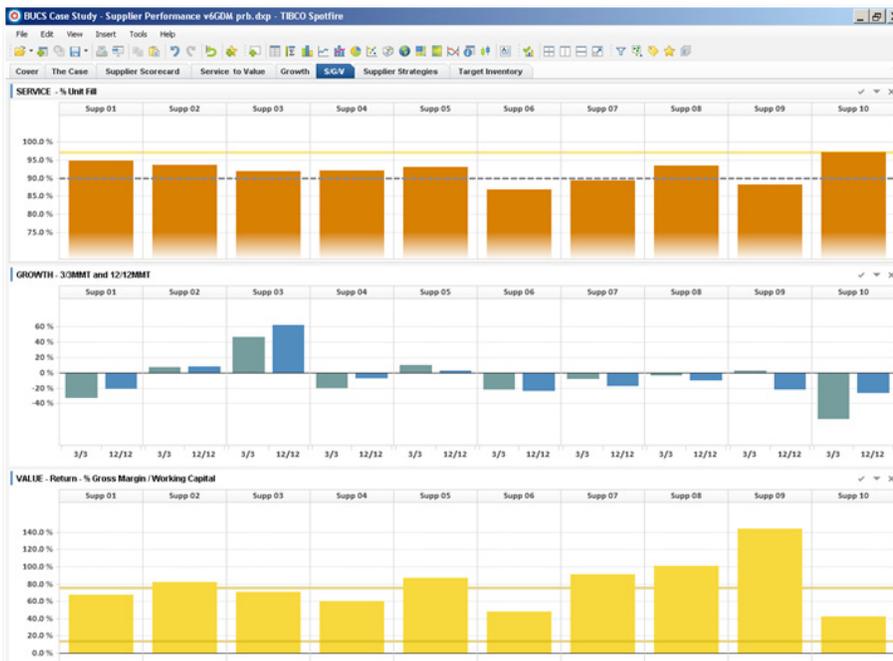


Figure 2

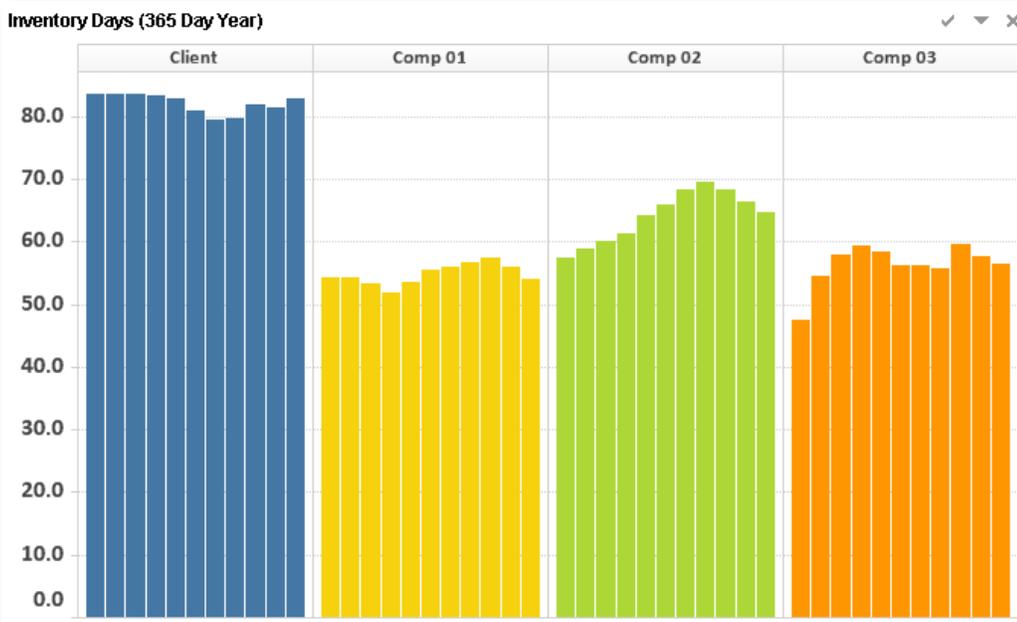
**RESULTS**

The Aberdeen report cited earlier in this case study placed Spotfire Analytics atop its Reporting and Analytics AXIS Scoreboard primarily because of its ease of use and visualization capabilities. Buchanan refers to these same product characteristics when he credits Spotfire software with making BUCS Analytics a lot more effective in delivering its services.

Using Spotfire software, BUCS Analytics is able to provide its clients a clear path to business

improvement through information integration, visibility to performance and speed to common insight. This integrated visibility enables them to better manage risk; more efficiently assess their product and service and supplier performance; and help them understand service to value tradeoffs.

“That’s why Spotfire is so valuable,” says Buchanan. “Not just because the visualizations are so compelling, but because of what it allows people to do in terms of speed to insight. We’re talking days and weeks instead of months and years.”



For more information on BUCS Analytics please contact them at:

BUCS Analytics  
 +1 913.226.2447  
 www.BUCSanalytics.com



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

<http://spotfire.tibco.com>

TIBCO Spotfire  
 TIBCO Software Inc.  
 212 Elm Street  
 Somerville, MA 02144

**Tel:** +1 617 702 1600  
 +1 800 245 4211  
**Fax:** +1 617 702 1700