Unified Business Analytics for **PREMO** Group with Zoho Analytics

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PREMO
Innovating in Magnetics

Previous BI Tool	Other BI Tools Evaluated	Analytics Requirement
Microsoft Excel	Microsoft Power BI	360° Customer Analytics, End-to-end Operational Analytics

About PREMO Group

PREMO Group is a Spanish company engaged in the development, manufacturing, and sale of electronic components with a special focus on enabling key technologies for IoT, M2M, VR, as well as connected and electric vehicles.

With over 1,400 employees, five design centres, three production locations, and an extensive sales network, PREMO has a global presence in more than 36 countries.

Multiple Systems, Copious Data

The objective of Claudio Cabeza, Business Development Director at PREMO Group, was to provide a complete 360-degree insight for every customer, real-time global sales and operational data, and detailed insights on suppliers to senior management, C-level executives, and customers.

Claudio wanted a simple yet effective self-service BI solution. He sought a tool that was easy to use, could unify and blend data seamlessly, helped them collaborate effectively, and enabled end-to-end business analytics across all functions.

Results

» Saved thousands of hours
» Enabled collaborative analytics with 40+ users
» Seamless sharing of reports with 300+ global users across devices

> "I was trying to find a BI solution that connects with different applications and systems that we have in our organization. The power of Zoho Analytics enabled us to get a 360° view of customer journey.
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> Zoho Analytics' capability to make easy relationships between different datasets from multiple systems is amazing. All this data can be integrated in one single monthly graph, so a complete performance report for PREMO group, 12 months in the past and 12 months in the future, is ready within minutes."

Claudio Cabeza
Business Development Director,
PREMO Group