SPAREX uses Zoho Analytics to analyze huge volume of data collated from 18 subsidiaries
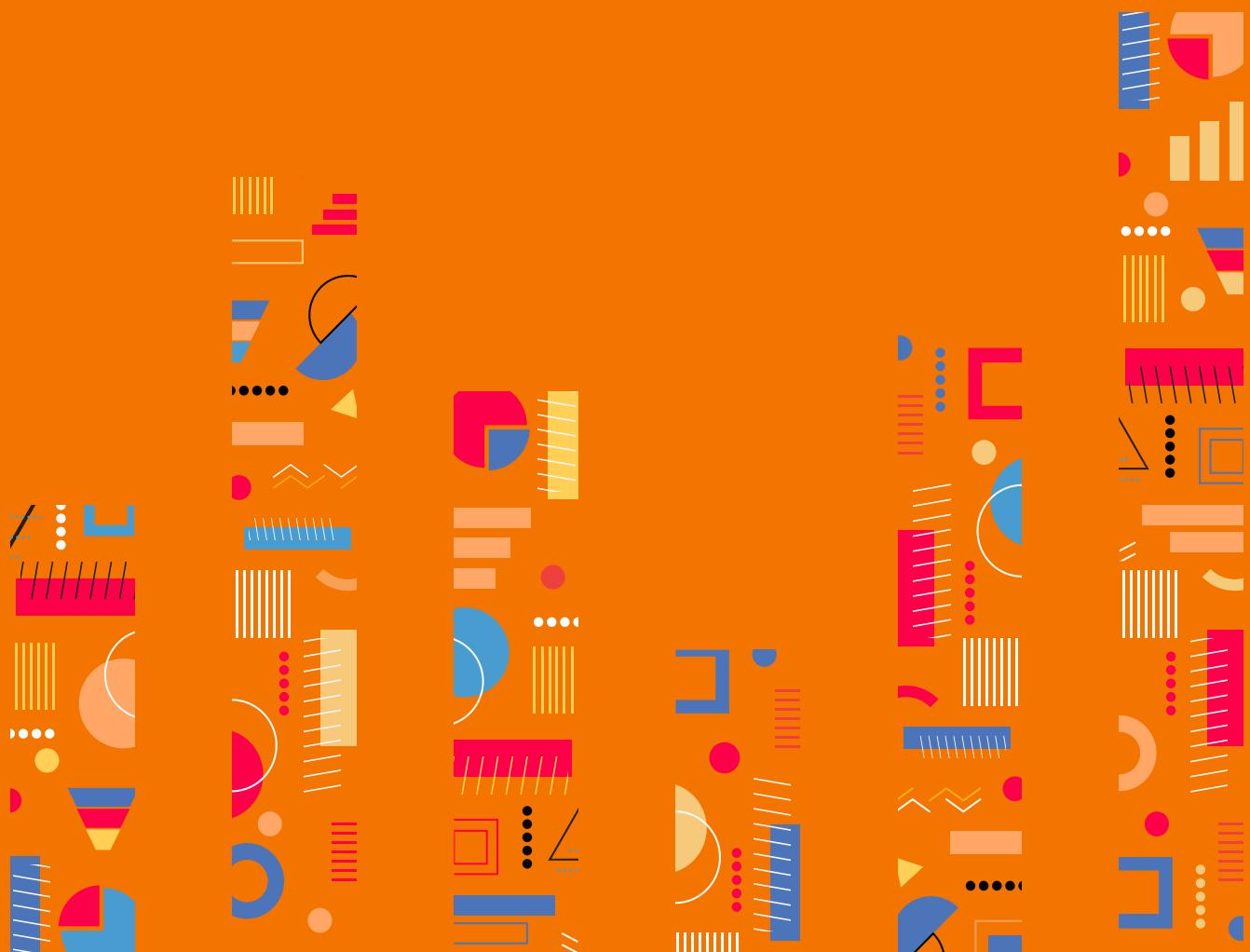
zoho.com/analytics

About Sparex

Sparex is the UK's leading distributor of agricultural spare parts, from tractor engines to power tools, beacons, nuts, and bolts. The business owns 18 international subsidiary companies across the world. From the USA to Canada, New Zealand, Australia, Denmark, France, Poland, and more, Sparex is meeting the global parts demands of the fast-paced, labor-intensive agricultural industry.

Highly inaccurate data

Much of Sparex's data was inaccurate due to each of its 18 subsidiaries using different systems for data collection. This fragmented approach resulted in different departments within the business often working with conflicting data. Stakeholders spent a lot of time asking questions about the source and accuracy of data, with low confidence in its BI and a negative impact on decision-making, as well as on time and resources. Sparex desperately needed a platform that would collate, standardize, and validate its data. They found Zoho Analytics to be a perfect fit.

Results

» Sparex achieved a 1160% ROI with payback in 1.2 months after adopting Zoho Analytics to bolster its data management and reporting capabilities.

"We channeled data from each market through DataBridge into Zoho Analytics. Utilizing "Zoho Analytics' user-friendly dashboard builder and extensive range of charts and graphs, we configured digestible BI visualizations. We distributed these visualizations to key stakeholders through automatically scheduled emails or Microsoft Teams alerts.

Despite the large volume of data processed by Zoho Analytics, its stringent security controls and permission settings ensure that each colleague sees a personalized dashboard containing only the information they need to carry out their job.

Additionally, we enabled the self-service function in Zoho Analytics, allowing each user to generate their own reports, charts, graphs, and dashboards."

Kristian James
Business Intelligence Manager, SPAREX