



ProStrategy Colman

---

## Overview

### Business challenge

BMR was in the process of replacing its core ERP solution, and saw this as an opportunity to enhance its business analytics capabilities to deliver improved sales performance management. As a mid-sized business, BMR wanted to find an affordable solution that would offer enterprise-class functionality.

### Solution

ProStrategy Colman, an IBM Business Partner, helped BMR become the first company in Europe to implement IBM Cognos Express – an all-in-one business intelligence and planning solution designed for mid-sized companies. The solution is integrated with the company's new Microsoft Dynamics NAV ERP system, and also draws data from sales channels such as eBay, BMR's Slendertone website and retail customer databases.

---

# BMR tones up its sales performance with advanced analytics

*Building an IBM® Cognos® Express solution with help from ProStrategy Colman*

Bio Medical Research (BMR), based in Galway, Ireland, is a privately owned company with more than 30 years' experience in the research, design, manufacture and marketing of medical-grade products for muscle strengthening and pain relief. The company has two divisions: Slendertone, which develops and markets a range of consumer health and fitness products; and Neurotech, which provides a range of neuromuscular stimulators for clinical use. BMR employs 250 people at its main office in Galway, and also has sales offices in London, Paris, New York and Hong Kong.

For many years, BMR has used centralised IT systems to manage its financial information and operational processes. However, as the business grew in size and international reach, its existing platform was reaching end-of-life. The in-house IT team began planning to replace the system with a new Microsoft Dynamics NAV solution – and realised that this project would provide a good opportunity to rethink the company's business reporting strategy as well.

## A new strategy for business intelligence

"Our old ERP solution interfaced with a number of smaller databases," explains Tom Neill, IS/IT Manager at BMR. "It was quite a complex architecture, which made it difficult to extract data from it – and we did all our reporting via spreadsheets, which was time-consuming. Each department had one person working more or less full-time to collect, check and format the data for various reports."

Trish Lally, Commercial Analyst at BMR, agrees: "There was a lot of repetitive work involved, and we spent more time collecting the data than we did actually analysing it. Moreover, since the process was manual, there was always a risk of introducing errors, and by the time we got the reports ready, the information was often out of date. As part of the overall business transformation project, we decided to investigate the options for integrating the new Microsoft Dynamics platform with a more effective business analytics solution."



---

## Business Benefits

- Provides real-time analysis of sales performance, helping sales teams and managers work more productively.
  - Reduces time spent on collecting and checking data by more than 30 percent, allowing users to focus on actual analysis.
  - Eliminates data silos and provides a 'single version of the truth' with accurate, up-to-date information.
- 

## Building a partnership

ProStrategy Colman, an IBM Business Partner, was BMR's main partner for the ERP project, and advised the BMR team to look at a new product called IBM Cognos Express.

"IBM Cognos Express is built on the Cognos TM1 engine, and is designed for small and mid-sized companies," explains John Coleman, Managing Director of ProStrategy Colman. "It's an all-in-one solution that handles both reporting and planning, so there's no need to buy a whole suite of products, and the licensing model is very favourable for companies of BMR's size."

Neill comments: "We were aware that this would be the first implementation of IBM Cognos Express in Europe, but we were confident that it was the right solution for our company. Since we were acting as a pilot for the software, we expected a few niggles and teething problems – but the support from IBM and ProStrategy Colman enabled us to complete the implementation successfully."

## Sophisticated sales analysis

ProStrategy helped the BMR team deploy the software and integrate it with the Microsoft Dynamics system, as well as data from sales channels such as eBay, the web and retail. Next, the team created an OLAP cube for sales reporting, which allows the company's sales team, managers and business analysts to perform a wide range of real-time analyses on product sales, markets, customers, telesales activity, and many other variables.

"As a commercial analyst, IBM Cognos Express helps me create more accurate, more detailed reports faster, while also giving me confidence that the information is up-to-date and correct," says Lally. "By eliminating data silos and providing a single version of the truth, the solution reduces the time I need to spend on collection, validation and formatting by more than 30 percent – which gives me more time to focus on analysis, and helps me create more compelling reports for the company's management."

---

## Solution Components

### Software

- IBM Cognos Express

### IBM Business Partner

- ProStrategy Colman
- 

*“The really revolutionary thing about IBM Cognos Express is that it has transformed our ability to provide information to the business. Reporting used to be a slow and inaccurate process that was viewed as a chore; but people are now starting to see it as something that can deliver real business value.”*

— Tom Neill, IS/IT Manager at BMR

---

## A revolution in reporting

Neill concludes: “The really revolutionary thing about IBM Cognos Express is that it has transformed our ability to provide information to the business. Reporting used to be a slow and inaccurate process that was viewed as a chore; but people are now starting to see it as something that can deliver real business value. As a result, the users have really engaged with the solution, and we’re constantly finding new ways to monitor sales performance and boost productivity.

“Best of all, since Cognos Express is a comprehensive solution for both business intelligence and planning, sales analysis is just the beginning. We are now in the process of creating a second OLAP cube for financial reporting, and in the future we’re looking to introduce budgeting and forecasting too.”

## For more information

To learn more about IBM Cognos software, contact your IBM sales representative or visit: [ibm.com/cognos/](http://ibm.com/cognos/)

To learn more about products, services and solutions from ProStrategy Colman, visit: [www.prostrategy-colman.ie](http://www.prostrategy-colman.ie)



---

© Copyright IBM Corporation 2010

IBM United Kingdom Limited  
PO Box 41  
North Harbour  
Portsmouth  
Hampshire  
PO6 3AU

Produced in the United Kingdom  
December 2010  
All Rights Reserved

IBM, the IBM logo, ibm.com, and Cognos are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. A current list of other IBM trademarks is available on the Web at "Copyright and trademark information" at <http://www.ibm.com/legal/copytrade.shtml>.

Other company, product or service names may be trademarks, or service marks of others.

IBM and ProStrategy Colman are separate companies and each is responsible for its own products. Neither IBM nor ProStrategy Colman makes any warranties, express or implied, concerning the other's products.

Microsoft, Windows, Windows NT and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.

References in this publication to IBM products, programs or services do not imply that IBM intends to make these available in all countries in which IBM operates. Any reference to an IBM product, program or service is not intended to imply that only IBM's product, program or service may be used. Any functionally equivalent product, program or service may be used instead.

All customer examples cited represent how some customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual customer configurations and conditions.

IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware product may not be new and may have been previously installed. Regardless, IBM warranty terms apply.

This publication is for general guidance only.

Photographs may show design models.



Please Recycle