



Business Intelligence



Collaboration Portals



Application Development



Business Strategy



Executive Dashboards



Project Management Offices

Solution Overview

Microsoft Gold Partner

Blackstone & Cullen, Inc.

Digital Nervous System Scenario

Business Intelligence

Industry

Manufacturing

Company Profile

Siemens Energy & Automation manufactures a wide variety of electrical equipment and systems, as well as industrial control and automation systems. Headquartered in Alpharetta, GA, SE&A was established in 1978 as part of the Munich-based Siemens global electrical products and services company.

Situation

Siemens Energy & Automation changed their go to market distribution strategy. Their goal was to consolidate over 400 distributors into approximately 20 master distributors in North America. With their IT staff focusing on an SAP implementation, they asked Blackstone & Cullen, a long time Siemens business partner to help deliver the management and technology systems to meet their deadline.

Business Solution

Blackstone & Cullen, a Microsoft Gold Partner, used SQL Server, Integration Services, and Office 2003 to process ordering and shipping data from distributors, publish related reports on an Intranet site, and provide users the flexibility to customize and print reports.

Business Case – Siemens (POS)

Siemens Energy and Automation uses a number of different database systems to store and collect product, sales and marketing data. The managers in the various organizations spend a significant amount of time collecting, consolidating, reconciling, and analyzing the direct and POS data to get "up-to-date" information for distributor management across all levels of the field and corporate organizations.

The goal of this project was to provide consistency, accessibility, and merging of the existing data

warehouse and other data sources, streamlining the process by designing a reporting and analytics framework for Siemens AMD into which current, past and future opportunity/product data can be fed, accumulated, analyzed and leveraged.

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The project spanned a broad landscape including Sarbanes Oxley compliance, a completely new go to market strategy, new business processes to support the new go to market strategy and the information systems to support the new business strategy.

Benefits

1. A roadmap for a single "One Truth" Point of Sale" reporting system to be used across the multiple organizations.
2. Plan for improved access to consolidated meaningful and accurate reports by account by product family.
3. Show managers how they will have the ability to query for better analysis of sales and marketing POS data across all business segments.
4. Eliminates the highly unproductive, manual data gathering and re-processing for reporting needs.
5. Define flexible architecture minimizes the impact of reorganizations and market dynamics on the updating/reworking of sales and marketing reporting.
6. On demand access to the Siemens sales and marketing Point of Sale information.
7. Consistent data available to all people within the Siemens delivery team.
8. Time saved/spent working w/ data for reporting, processing today