



Save Money

Harness Your Data To Drive Expense Savings

Reduce overhead and unleash the power of your people through efficient data management and actionable analytics. Learn how this medical products manufacturer reduced labor expenses by \$1.5 million through Armeta's data expertise and ready-to-use analytics solutions.

“Our sales team was wasting their time manually pulling data together instead of using the information to help store managers improve sales.”
- Sales Manager

The Situation

The VP of Sales of a medical products manufacturer with over a billion dollars in revenue wanted to empower the company's U.S. sales teams to be more strategic. At the same time, executives needed to free up resources for growth initiatives while reducing expenses.

Sales consultants were spending *days* building reports only to glean bits and pieces of insight. The time left was not enough to drive meaningful outcomes. Though the goals seemed irreconcilable, the company's data held enormous opportunity.



The Solution

The key was cutting the time people spent turning raw data into analysis to maximize each employee's work day. With Armeta, a new foundation for advanced analytics was built:



The implementation of Armeta's ready-to-use data model ensured reports would be quick and accurate, increasing the time available to analyze data tenfold.



Next, the Armeta team augmented existing data with industry standard metadata, such as top products, time slices and other best practice metrics, to support new types of analysis.



Finally, cloud-based analytics dashboards were tailored to the company's unique business needs, providing all sales consultants, not just super-users, access to key metrics at the click of a button.

“The new reporting tools from Armeta have completely changed how I do my job.”
- Senior Field Sales Consultant

The Result

In total, overhead was reduced by \$1.5 million in labor expenses.

Increased processing speed from the data model and increased efficiency from metadata and dashboards freed up labor hours to focus on new growth initiatives.



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