

TARGIT

STEPS TO BI SUCCESS WITH TARGIT Decision Suite

Started in Bern, Switzerland in 1844, Hess Family Wine Estates is a family-owned, fourth-generation company with a deep commitment to responsible agricultural and business practices. The company expanded to the U.S. in 1978 when Donald Hess founded the Hess Collection Winery furthering the company's values of tradition, quality, and sustainability.

Before TARGIT, the Hess Collection's 150 employees struggled to access data in disparate systems throughout the company. They launched Microsoft Dynamics NAV in 2003, but lacked a simple way to pull data from that system into other databases and spreadsheets. Data was siloed in disconnected databases for each department, it was impossible to get an up-to-date view of the entire business with data employees could rely on.

Andrew Ridling, Director of Business and Information Systems at Hess Collection, kicked the tires on a number of business intelligence solutions, but was quickly wooed by TARGIT's powerful back end cube building and self-service analytics, as well as the solution's attractive price point

Ridling launched into the project by taking an extensive, four-day TARGIT University class and has since progressed to become a Certified TARGIT Professional. Ridling was able to help Hess identify the key data points and metrics so the company didn't fall victim to information overload, which commonly results in BI project failure. Hess was able to quickly build a cohesive solution with dashboards, reports, and alerts presented in data visualizations that make finding answers easy for all employees, no matter the role or department.

TARGIT has allowed for immediate control since implementation. There's no need to wait for anyone else to pull or edit data because everything is self-service. Users were getting the answers they were looking for in TARGIT right out of the box.

TAKING IT TO THE NEXT LEVEL

Once the Hess Collection saw the results of having TARGIT a part of their daily workflow, the company worked with TARGIT partner Business Impact to take their solution to the next level. Business Impact is a business intelligence and analytics consulting agency with extensive technical expertise in a variety of industries.

Business Impact also helped further train Hess employees based off of the TARGIT tools and techniques they found most valuable for their individual business. Today, every department of the company has technically proficient users, or Business Users, with many Information Consumers who rely on the data being delivered to them in concise reports and analyses regularly.

"There's so much we can do with TARGIT, it's not a matter of can we do it, it's when can we do it," says Ridling. "TARGIT's the best BI tool I've ever used."

WINNING OVER MANAGEMENT

The Hess Collection's President was used to being presented with the data that he needed to make decisions, but didn't bother with the technical systems himself.

When Andrew Ridling, Director of Business and Information Systems, first presented TARGIT to him, he drilled down to the East Coast sales in a demo. There, they saw that an account was down 200 cases for the year. The President wanted to know exactly what was going on. He took that data and immediately called the sales rep for that region. Since the sales rep hadn't adopted TARGIT into his daily work life, he didn't even know that cases were down for that one restaurant. Up until that moment, the detail had gone unnoticed. With the knowledge in hand, he could pick up the phone and call the buyer and negotiate.