Bainbridge sailing QlikView®
into the future of selling

"Deploying the QlikView-powered solution across the web has more far-reaching benefits than we initially expected. Never before have we had so much detailed information on customers and sales performance at our fingertips so effortlessly"

Nick Irvine, *IT Manager, Bainbridge International*

Company background

Established in 1917, Bainbridge International (www.bainbridgeint.com) is a manufacturer and distributor of specialty products to marine, construction and recreational markets. Bainbridge is one of the longest established sailcloth manufacturers in the world, originally serving commercial sailing ships of the day before focusing on the needs of the leisure sailing market and diversifying into non-marine markets. A leader in its field, the company has an unrivalled depth of knowledge on which to draw, and proven ability to apply its specialized knowledge of textile design and engineered products to a variety of different applications. By effectively leveraging its heritage of innovation as a springboard for invention, Bainbridge provides high quality, high performance products that meet the diverse needs of markets it serves in over a hundred countries around the world. The company currently markets more than 5,000 products to manufacturers, including sail makers, marine cover makers, ship and boat builders, flag and banner makers, architects, and chandlers.

Need: competitive advantage

Bainbridge utilized IT specialists Blue Rock Systems to help stabilize and support its 50-user Microsoft DynamicsNAV (Navision) ERP installation. Thesuccess of that engagement led Bainbridge to again approach Blue Rock Systems about other ways to gain competitive advantage over other companies in its industry.

Solution: QlikView-powered business intelligence

A Qlik business partner, Blue Rock Systems utilizes QlikView to power its Blue Rock Console (BRC), a business intelligence solution designed to complement any back office system. The QlikView-powered BRC provides the capabilities to track, analyze and understand all aspects of the business, and can easily and quickly be adapted to fit a customer's specific requirements.

Bainbridge required a sales tool that would help the company track and increase customer spend and profit – "a real 'finger on the pulse' solution," said Nick Irvine, IT Manager at Bainbridge.

With the QlikView-powered BRC, any salesperson at the touch of a button can identify a customer's "drift," meaning the continuing purchase, declining purchase or non-purchase of products or product groups that they would traditionally buy. Additional functionality for sales teams includes suggested link products that should be needed by customers and the tracking of any expanded product line sales or potential sales.

Solution overview

Customer Name:
Bainbridge International

Industry: Mill Products

Function: Sales

Geography: United Kingdom

Challenges:

- Track and identify customer "drift"
- Support salesforce efforts to cross-sell products to current customers
- Increase competitive advantage by improving customer relationships

Solution:

Bainbridge deployed QlikView to 40 employees with a payback period of less than six months. With QlikView across all of sales, Bainbridge now analyzes customer spend and profitability. With QlikView Server, Bainbridge easily supports the demands of its users and data volume. Through QlikView, Bainbridge immediately leveraged the invaluable data that was locked in Microsoft Navision to achieve a real time view of its sales performance.

Benefits:

- Enabled cross-selling to existing customers by providing valuable customer data such as spend history and buying habits
- Reduced customer "drift" by empowering sales team to complete the sale in a timely manner
- Increased sales opportunities by making suggestive product offerings available to the salesperson at the click of a mouse
- Created a more successful salesforce with detailed customer insights and intelligence available remotely

Data Source Systems:

Application: Navision
Database: Excel
Qlik Partner
Blue Rock Systems

Return on investment

Payback Period < 6 Months

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– Nick Irvine, IT Manager, Bainbridge International
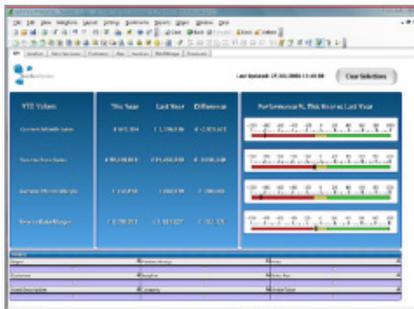
Benefits: more targeted sales, better prepared sales reps

The QlikView-powered solution now provides valuable information on the customer and appeal of various products to quickly assess how well the relationship is doing. "We are amazed with both the speed at which we can deliver a representative picture of customer relationships and sales opportunities, and the ease of use for a non-technical sales person to view the data by simply clicking on what they want to see," said Irvine.

An initial installation for 40 internal users supporting sales teams will soon be expanded to include field sales representatives. QlikView provides the speed and portability to deliver business intelligence to remote users via an Internet posting or email. "Deploying the QlikView-powered solution across the web has allowed more far-reaching benefits than we initially expected," said Irvine. "Never before have we had so much detailed information on customers and sales at our fingertips so effortlessly."

Irvine predicts that the system will pay for itself within six months, by allowing sales to be more targeted and giving sales reps a clearer and more focused perspective on any customer before their visit.