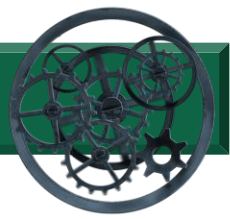
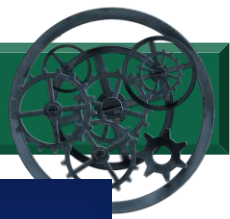


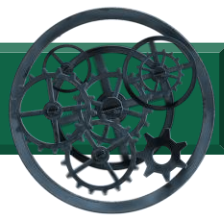
- ✓ 27 people in IT
- ✓ 3 BI resources in IT
- ✓ +25 ad-hoc BI users in the business
- ✓ Do not have a data warehouse supporting the BI tool
- ✓ 2009 expense budget was \$3.7Mm (US)
- ✓ 2009 capital budget was \$3Mm (US)
- ✓ Over 900 BI users



# *Case Study: Steel Technologies LLC*



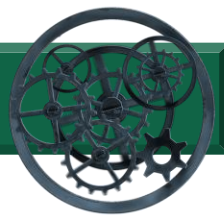
**Steel Technologies LLC**  
**15415 Shelbyville Road**  
**Louisville, KY 40245**  
**[www.steeltechnologies.com](http://www.steeltechnologies.com)**



## *We Process the Steel That Makes Life Go*

- ✓ 50/50 JV between Mitsui USA and Nucor Corporation
- ✓ STTX processes flat-rolled steel to specific requirements for customers in a variety of steel-consuming industries including:
  - automotive
  - appliance
  - lawn and garden
  - office equipment
  - agricultural
  - machinery
  - construction





## *Products and Capabilities*

### ✓ Product Lines:

Cold Rolled Strip, One Pass Cold Rolled Strip, High Carbon and Alloy, Hot Rolled Pickled and Oiled, High Strength Low Alloy, Advanced High Strength Steels, Coated Products

### ✓ Gauges:

.006" to .625"

### ✓ Chemistry:

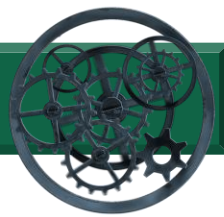
C1005 through C1095 Alloy Grades

### ✓ Capabilities:

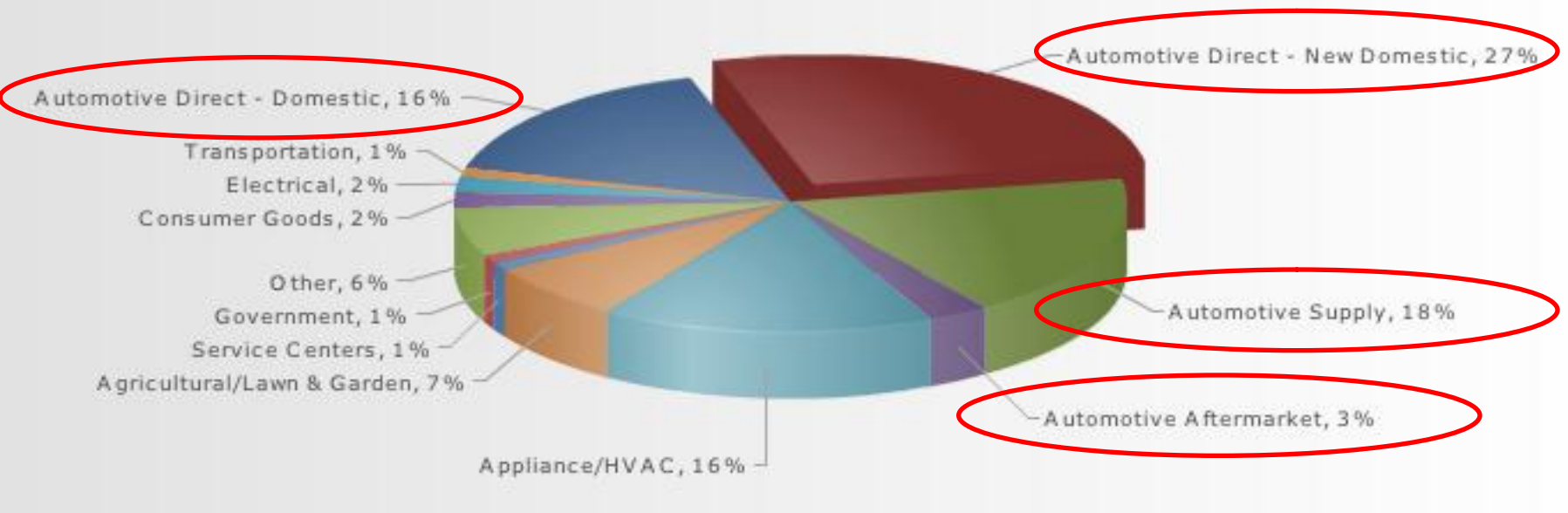
Pickling, Slitting, Precision Rolling, Annealing, Cut To Length, Oscillating, Blanking - Exposed and Non Exposed, Edging, Engineered Products, Toll Processing



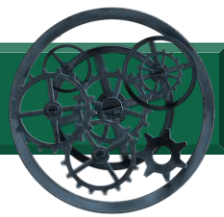




## 2010 Sales by End Market



Over 60% of our business is automotive related

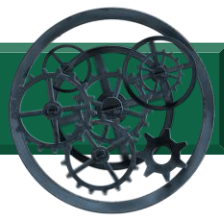


- ✓ Annual revenues approximately \$1.6B (FY2010)
- ✓ 24 processing centers across the US, Canada & Mexico

- |                      |                     |
|----------------------|---------------------|
| • Cambridge, ONT     | • Murfreesboro, TN  |
| • Woodstock, ONT     | • Clinton, NC       |
| • Canton, MI         | • Berkeley, SC      |
| • Holt, MI           | • Decatur, AL       |
| • Woodhaven, MI      | • Madison, MS       |
| • Cleveland, OH      | • Juarez, MEX       |
| • Ottawa, OH         | • Matamoros, MEX    |
| • Crawfordsville, IN | • Monterrey, MEX    |
| • Greensburg, IN     | • Saltillo, MEX     |
| • Jeffersonville, IN | • Queretaro, MEX    |
| • Portage, IN        | • Puebla, MEX       |
| • Eminence, KY       |                     |
| • Ghent, KY          | HQ - Louisville, KY |



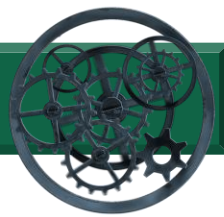
- ✓ Over 1,200 employees



## *... a brief history ...*

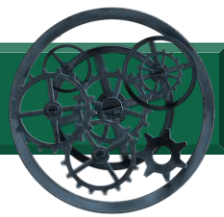
- ✓ In 2006 STTX replaced legacy Finance & Human Resource systems with SAP
- ✓ In 2007 STTX attempted to replace legacy Sales, Purchasing and Manufacturing systems with SAP
  - STTX went live with SAP at the Greensburg plant on 12/01/08 but the system could not adequately support the business
  - STTX rolled back to the legacy application on 10/01/09
    - \$13Mm in software licenses and project costs
    - Litigation underway with SAP and Perrot Systems
    - IT treading water
    - Significant backlog of requested legacy enhancements
- ✓ IT in desperate need of a purpose and a vision





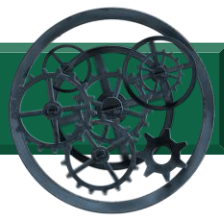
## ... *the low lights* ...

- ✓ Three non-integrated ERP systems supporting the business
- ✓ Largest & most critical is AS/400-based, custom-built
  - 60% RPG, 40% Genexus (obscure code generation tool)
  - The database schema is unintelligible
  - The application lacks any identifiable architecture and is not transactional but rather 'point-in-time'
  - The application is completely undocumented
  - We have lost business because of system limitations
- ✓ No consolidated reporting or business intelligence
- ✓ Stale, brochure-ware external website & multiple, disjointed internal portals



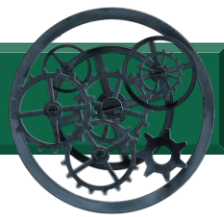
### *. . . the turn-around plan . . .*

- ✓ Meet the current and mid-term needs of the business by adequately and cost-effectively maintaining/enhancing the legacy application
- ✓ Reduce the size of the technical services group while increasing the size of the business analysis group
- ✓ Leverage BI to quickly deliver high-value applications to the business while vetting potential ERP solutions
- ✓ Reduce the scope of the pending ERP effort by completely eliminating the reporting phase of the project
- ✓ Begin to dismantle the legacy application in a **‘brick by brick’** manner to shrink the scope of a new ERP project and to moderate the training of the user community



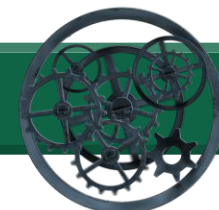
### *... dismantle, brick-by-brick ...*

- ✓ Replace the current reporting platform with a Business Intelligence engine
  - Build new internal & external portals to provide secure BI access to customers and employees **any time of day, from any device, anywhere in the world**
- ✓ Replace the legacy EDI functions with an outsourced solution
- ✓ Replace the “forms & labels” functionality with a packaged solution
- ✓ Continue to look for other opportunities to remove functionality from the legacy application



- ✓ **BI Investments:**
  - WebFOCUS BI Tool
  - iWAY ETL Tool
  - DB2, SQL Server, Oracle & Progress DB Connectors
  - Data Visualization Tool
  
- ✓ **Investigating “Agile” BI Tools**
  - Combines Search & Analytics
    - WebFOCUS Magnify (IBI)
    - Latitude 2 (Endeca)

# Sales Analysis POC



Welcome Guest

[Sales by Region](#) [Active Report](#) [SAP and DB2](#) [Addl Reports](#) [Data Visualization](#) [MTD Key Metrics](#) [Ad Hoc Rpts](#)

Sales Analysis Parameter Page

## Sales Analysis Report

### Report Options

Sort By:

Compare to Previous Year: ☐

### Report Filters

Region:

Sales Class:

Inside Sales Person:

Outside Sales Person:

Begin Date:

End Date:

Location(s):

BERKELEY  
CANTON  
CLEVELAND  
CLINTON  
CRAWFORDSVILLE  
DECATUR  
ELKTON  
EMINENCE

1. Search for Customer:

2. Select Customer(s):



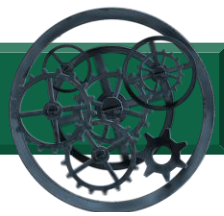
### Output Format

☒ HTML ☐ PowerPoint  
☐ PDF ☐ Active HTML  
☐ Excel

Run Report Now

Run Report Deferred

# Sales Analysis POC



## Steel Technologies

### Sales Analysis Report

For 01/01/2011 - 02/28/2011

Region: All

Sales Class: All

Location: All

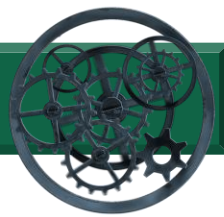
Outside Salesperson: All

Inside Salesperson: All

Region	Weight Shipped	Sales	GM%	NM%	Scrap%	Surchg
<a href="#">HOUSE ACCOUNT</a>	54,251,441	\$3,366,117.37	67.70%	67.00%	.33%	.00
<a href="#">MARK CALCUTT</a>	95,395,392	\$34,254,491.93	6.68%	3.30%	2.32%	.00
<a href="#">TAD CARROLL</a>	29,284,590	\$13,328,982.28	11.48%	8.14%	7.26%	.00
<a href="#">JOHN COLOSIMO</a>	39,167,959	\$15,358,787.62	10.41%	5.51%	6.49%	.00
<a href="#">JOHN EIKENBERRY</a>	16,419,600	\$3,433,603.22	68.65%	68.64%	.03%	.00
<a href="#">GUSTAVO FIGUEROA</a>	32,687,918	\$17,000,560.37	6.59%	6.58%	2.08%	.00
<a href="#">GREG HECKMAN</a>	203,075,341	\$3,264,517.12	113.16%	58.62%	2.11%	.00
<a href="#">JOHN HOLLANDER</a>	0	\$80.82	100.00%	100.00%	.00%	.00
<a href="#">CHRIS LEGUT</a>	53,762,490	\$23,750,595.30	15.56%	7.67%	9.25%	.00
<a href="#">TOM MOTTIER</a>	27,346,175	\$11,039,915.99	21.25%	13.01%	7.45%	.00
<a href="#">JOE ROBINSON</a>	38,584,245	\$15,988,736.32	13.12%	5.10%	3.87%	50575.99
<a href="#">DAVID STITT</a>	24,957,931	\$13,073,807.32	19.44%	11.83%	6.45%	.00
<a href="#">JASON WHITT</a>	76,373,397	\$33,013,500.39	8.07%	4.55%	6.06%	682148.47
<a href="#">DOUG WINTERS</a>	77,225,670	\$37,333,238.97	8.40%	5.25%	2.73%	117969.56
<b>TOTAL</b>	<b>768,532,149</b>	<b>\$224,206,924.96</b>	<b>14.09%</b>	<b>8.71%</b>	<b>4.01%</b>	<b>850694.02</b>



# Sales Analysis POC



Sales by Region   Active Report   SAP and DB2   Addl Reports   **Data Visualization**   MTD Key Metrics   Ad Hoc Rpts

September Sales Data Visualization

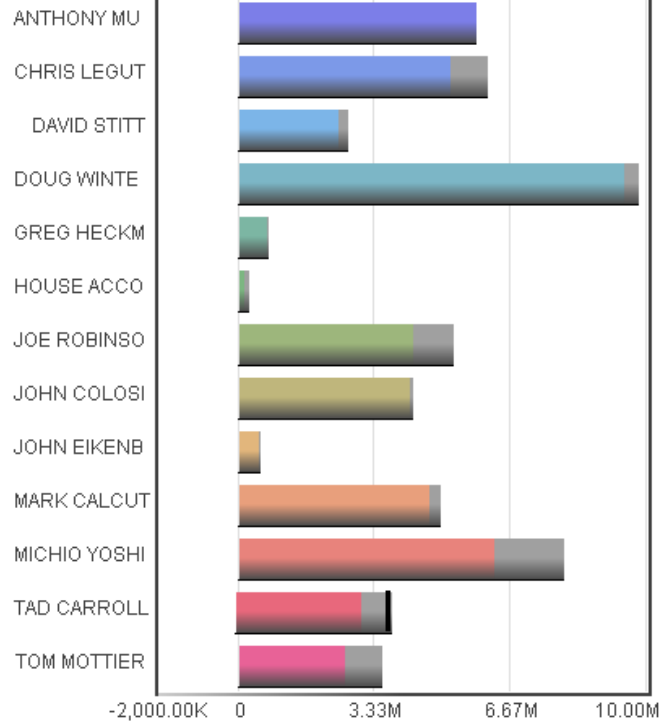
Report: **Detail Rpt - Active Rpt**

**Submit**

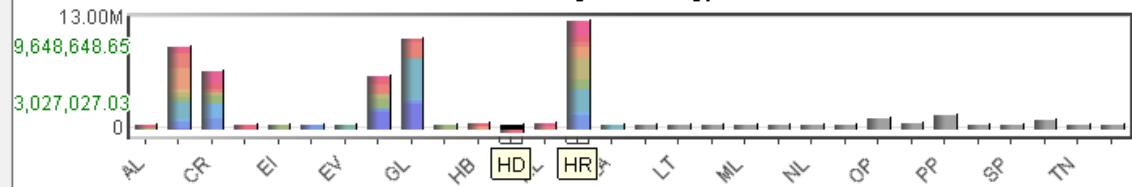
Color By: **Region**



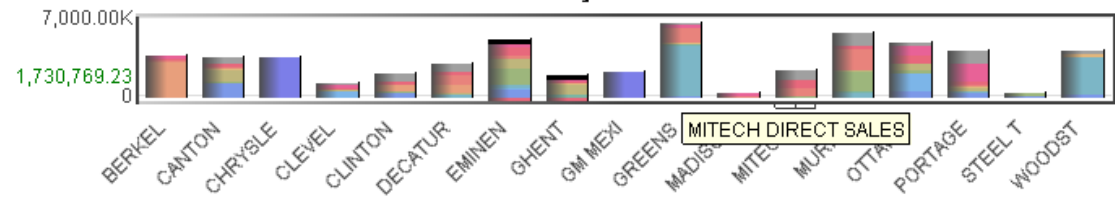
**Net Revenue by Region**



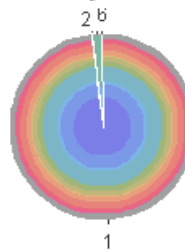
**Net Revenue by Product Type**



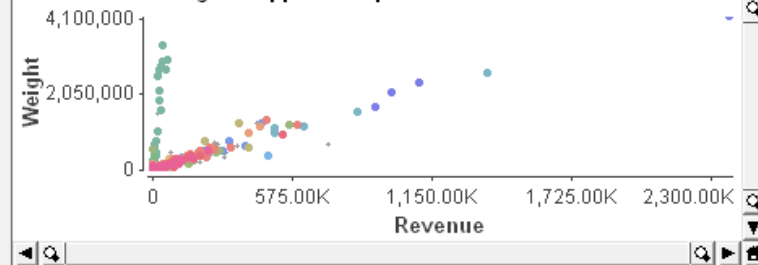
**Net Revenue by Location**



**Revenue by Sales Class**



**Weight Shipped Compared to Net Revenue**



# Sales Analysis Output Formats



Sales Analysis | Sales Executive Logoff | Accessibility On | Tree | Tools | Recent | Favorites |

## Sales Analysis Report

**Report Options**

Primary Sort (select one) **Region** Secondary Sort(s) (select one or more) **None** ☐ Compare 2011-Q3-Jul Vs. 2011-Q3-Jul ☒ Show Measure Highlights

**Report Filters**

Region(s): **ALL**  
HOUSE ACCOUNT  
BILL ADAMS

Sales Class: **ALL**  
1 - MATERIAL  
2 - SIDE STRIP

Master X-Reference List: **ALL**  
2 - ZZ WABASH STEEL INC.  
8 - STEEL TECHNOLOGIES  
123 - ZZ ADA METAL PRODUCTS INC

Begin Date: 08/01/2011 End Date: 08/01/2011  
Compare Begin: NONE Compare End: NONE

Metrics: **Sales Metrics**  
☐ Summarize by Month

List of Customers: **ALL** Search:

Locations: **ALL** Sort by: Name  
BERKELEY - 14  
CANTON - 3  
CLEVELAND - 12  
CLINTON - 13  
CRAWFORDSVILLE - 23

Machine Code(s): **ALL**

List of Inside Sales: **ALL**  
HOUSE ACCOUNT-IN - HA  
KRISTIN ANGELINI - KA  
JUSTINA ARMSTRONG - JG  
HILLERY BARBER - HI  
JARED BAUMAN - JD

List of Outside Sales: **ALL**  
HOUSE ACCOUNT OUT - HA  
BILL ADAMS - BA  
JOHN ALSUP - JA  
TREY APPERSON - TA  
PABLO ARCE - PA

List of Tech Service: **ALL**  
NONE ASSIGNED  
BILL HOULIHAN

List of Servicing Sales: **ALL**  
HOUSE ACCOUNT OUT - HA  
BILL ADAMS - BA  
JOHN ALSUP - JA  
TREY APPERSON - TA

List of Credit Reps: **ALL**  
UNASSIGNED ACCOUNT  
COLLECTION ACCOUNT  
LEGAL ACCOUNT  
ROB BINGHAM  
LEE CAMBRON

List of Ship to States: **ALL**  
AK  
AL  
AR  
AU  
AZ

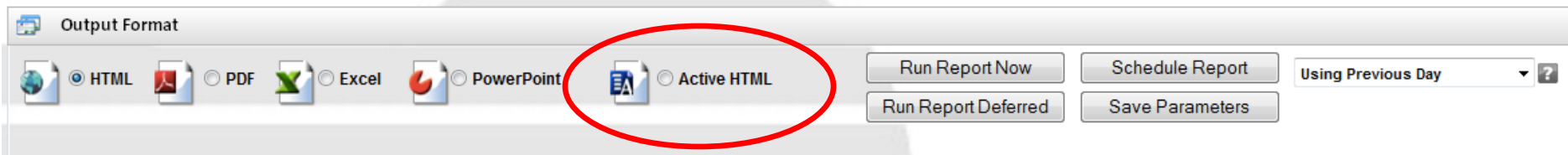
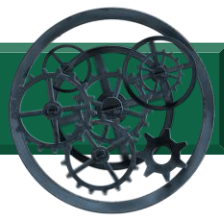
**Output Format**

☒ HTML ☐ PDF ☐ Excel ☐ PowerPoint ☐ Active HTML

Run Report Now Schedule Report Using Previous Day ?  
Run Report Deferred Save Parameters

✓ Can produce five different output formats

# The 'Active HTML' Output Format



- ✓ Designed for off-line analysis.
- ✓ The user can interact with the data using analysis options similar to those found in an Excel workbook, without any connection to the server. Analysis options include filtering, sorting, charting and much more.
- ✓ No additional plug-ins or programs required.
- ✓ Since no connection to the server is required to view that Active Report or to use the analysis options the report can be saved and used anywhere.

# Sales Analysis Run Options



Sales Analysis | Sales Executive

Logoff | Accessibility On | Tree | Tools | Recent | Favorites |

## Sales Analysis Report

**Report Options**

Primary Sort (select one) **Region** Secondary Sort(s) (select one or more) **None** ☐ Compare 2011-Q3-Jul Vs. 2011-Q3-Jul ☒ Show Measure Highlights

**Report Filters**

Region(s): **ALL**  
HOUSE ACCOUNT  
BILL ADAMS

Sales Class: **ALL**  
1 - MATERIAL  
2 - SIDE STRIP

Master X-Reference List:  
**ALL**  
2 - ZZ WABASH STEEL INC.  
8 - STEEL TECHNOLOGIES  
123 - ZZ ADA METAL PRODUCTS INC

Begin Date: 08/01/2011 End Date: 08/01/2011  
Compare Begin: NONE Compare End: NONE  
☐ Summarize by Month

Metrics: **Sales Metrics**

List of Customers: **ALL** Search:

Locations: **ALL**  
BERKELEY - 14  
CANTON - 3  
CLEVELAND - 12  
CLINTON - 13  
CRAWFORDSVILLE - 23

Machine Code(s): **ALL**

List of Inside Sales: **ALL**  
HOUSE ACCOUNT-IN - HA  
KRISTIN ANGELINI - KA  
JUSTINA ARMSTRONG - JG  
HILLERY BARBER - HI  
JARED BAUMAN - JD

List of Outside Sales: **ALL**  
HOUSE ACCOUNT OUT - HA  
BILL ADAMS - BA  
JOHN ALSUP - JA  
TREY APPERSON - TA  
PABLO ARCE - PA

List of Tech Service: **ALL**  
NONE ASSIGNED  
BILL HOULIHAN

List of Servicing Sales: **ALL**  
HOUSE ACCOUNT OUT - HA  
BILL ADAMS - BA  
JOHN ALSUP - JA  
TREY APPERSON - TA

List of Credit Reps: **ALL**  
UNASSIGNED ACCOUNT  
COLLECTION ACCOUNT  
LEGAL ACCOUNT  
ROB BINGHAM  
LEE CAMBRON

List of Ship to States: **ALL**  
AK  
AL  
AR  
AU  
AZ

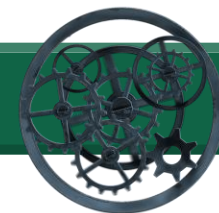
**Output Format**

☒ HTML ☐ PDF ☐ Excel ☐ PowerPoint ☐ Active HTML

Using Previous Day

✓ Can run interactively, deferred or can be scheduled to run at a later date and time

# Scheduled Report 'Bursting'



Schedule for Report Control - Windows Internet Explorer

Save Run Log Help Close

Description \* Schedule for Report Control 08042011 0835AM

**Distribution**

Distribute report by: Email

To: Email Address(es) \*

From \*

Reply Address \*

Subject Schedule for Report Control 08042011 0835AM

☒ Send Report as an Attachment

Message Please see attachment

☐ Add Reports to Zip File

Zip File Name

**Frequency**

Run Interval Once

Start Schedule 08/04/2011 08:35 AM

**Report Options**

Execution Id \*

Report Format HTML - Web Page (\*.htm, \*.html)

☒ Burst Report

Save Report As \* app\_report\_control.htm

**Notification**

Notification will be sent out Never

**Advanced**

Priority Level for the Job 3

☒ Enabled (Scheduled job runs at specified time)

☐ Delete this schedule if it is not scheduled to run again

- ✓ Instead of sending an entire report to everyone on the distribution list, you can break a report into sections to be distributed separately.
- ✓ Bursting enables you to target relevant sections of a report to individual users.
- ✓ Each report section is saved as a separate file.

# Sales Analysis Period Comparisons



Sales Analysis | Sales Executive

Logoff | Accessibility On | Tree | Tools | Recent | Favorites |

## Sales Analysis Report

**Report Options**

Primary Sort (select one) **Region** Secondary Sort(s) (select one or more) **None** ☒ Compare 2011-Q3-Jul Vs. 2011-Q3-Jul ☒ Show Measure Highlights

**Report Filters**

Region(s): ALL  
Sales Class: 1 - MATERIAL  
Master X-Reference List: ALL  
Begin Date: 08/01/2011  
End Date: 08/01/2011  
Compare Begin: NONE  
Compare End: NONE  
Metrics: Sales Metrics  
Summarize by Month: ☐

List of Customers: ALL  
Locations: ALL  
Machine Code(s): ALL

List of Inside Sales: HOUSE ACCOUNT-IN - HA  
Selected Inside Sales: ALL

List of Outside Sales: HOUSE ACCOUNT OUT - HA  
Selected Outside Sales: ALL

List of Tech Service: NONE ASSIGNED  
Selected Tech Service: ALL

List of Servicing Sales: HOUSE ACCOUNT OUT - HA  
Selected Servicing Sales: ALL

List of Credit Reps: UNASSIGNED ACCOUNT  
Selected Credit Reps: ALL

List of Ship to States: AK  
Selected Ship to States: ALL

**Output Format**

HTML PDF Excel PowerPoint Active HTML

Run Report Now Schedule Report Using Previous Day ?  
Run Report Deferred Save Parameters

✓ Can run summary level period comparisons



# Sales Analysis Visual Cues



Sales Analysis | Sales Executive

Logoff | Accessibility On | Tree | Tools | Recent | Favorites |

## Sales Analysis Report

**Report Options**

Primary Sort (select one) **Region** Secondary Sort(s) (select one or more) **None** ☐ Compare 2011-Q3-Jul Vs. 2011-Q3-Jul ☒ Show Measure Highlights

**Report Filters**

Region(s): ALL  
HOUSE ACCOUNT  
BILL ADAMS

Sales Class: ALL  
1 - MATERIAL  
2 - SIDE STRIP

Master X-Reference List: ALL  
2 - ZZ WABASH STEEL INC.  
8 - STEEL TECHNOLOGIES  
123 - ZZ ADA METAL PRODUCTS INC

Begin Date: 08/01/2011 End Date: 08/01/2011

Compare Begin: NONE Compare End: NONE

Metrics: Sales Metrics

☐ Summarize by Month

List of Customers: ALL Search:

Locations: Sort by: Name  
ALL  
BERKELEY - 14  
CANTON - 3  
CLEVELAND - 12  
CLINTON - 13  
CRAWFORDSVILLE - 23

Machine Code(s): ALL

**List of Inside Sales:**  
HOUSE ACCOUNT-IN - HA  
KRISTIN ANGELINI - KA  
JUSTINA ARMSTRONG - JG  
HILLERY BARBER - HI  
JARED BAUMAN - JD

**Selected Inside Sales:** ALL

**List of Outside Sales:**  
HOUSE ACCOUNT OUT - HA  
BILL ADAMS - BA  
JOHN ALSUP - JA  
TREY APPERSON - TA  
PABLO ARCE - PA

**Selected Outside Sales:** ALL

**List of Tech Service:**  
NONE ASSIGNED  
BILL HOULIHAN

**Selected Tech Service:** ALL

**List of Servicing Sales:**  
HOUSE ACCOUNT OUT - HA  
BILL ADAMS - BA  
JOHN ALSUP - JA  
TREY APPERSON - TA

**Selected Servicing Sales:** ALL

**List of Credit Reps:**  
UNASSIGNED ACCOUNT  
COLLECTION ACCOUNT  
LEGAL ACCOUNT  
ROB BINGHAM  
LEE CAMBRON

**Selected Credit Reps:** ALL

**List of Ship to States:**  
AK  
AL  
AR  
AU  
AZ

**Selected Ship to States:** ALL

**Output Format**

☒ HTML ☐ PDF ☐ Excel ☐ PowerPoint ☐ Active HTML

Run Report Now Schedule Report Using Previous Day ?

Run Report Deferred Save Parameters

✓ Can show Gross Margin % & Net Margin % in yellow highlight if below 5%, in red if below 0%

# Sales Analysis Metric Selection



**Sales Analysis Report**

**Report Options**

Primary Sort (select one) **Region** Secondary Sort(s) (select one or more) **None** ☐ Compare 2011-Q3-Aug Vs. 2011-Q3-Aug ☒ Show Measure Highlights

**Report Filters**

Region(s): **ALL** Sales Class: **ALL** Master X-Reference List: **ALL** Begin Date: 07/01/2011 End Date: 07/13/2011 **Metrics:**  
Sales Metrics  
Sales Metrics  
**Sales Pace Metrics**  
Financial Metrics

List of Customers: **ALL** Search: Locations: **ALL** Sort by: **Name** Machine Code(s): **ALL**

List of Inside Sales: **ALL** Selected Inside Sales: **ALL** List of Outside Sales: **ALL** Selected Outside Sales: **ALL** List of Tech Service: **ALL** Selected Tech Service: **ALL**

List of Servicing Sales: **ALL** Selected Servicing Sales: **ALL** List of Credit Reps: **ALL** Selected Credit Reps: **ALL** List of Ship to States: **ALL** Selected Ship to States: **ALL**

**Output Format**

☒ HTML ☐ PDF ☐ Excel ☐ PowerPoint ☐ Active HTML

Run Report Now Schedule Report Using Previous Day ?

Run Report Deferred Save Parameters

✓ Users can select three different views of the standard reports

# Sales Analysis Filters



Sales Analysis | Sales Executive

Logoff | Accessibility On | Tree | Tools | Recent | Favorites |

## Sales Analysis Report

**Report Options**

Primary Sort (select one) **Region** Secondary Sort(s) (select one or more) **None** ☐ Compare 2011-Q3-Jul Vs. 2011-Q3-Jul ☒ Show Measure Highlights

**Report Filters**

**Region(s):** ALL, HOUSE ACCOUNT, BILL ADAMS

**Sales Class:** ALL, 1 - MATERIAL, 2 - SIDE STRIP

**Master X-Reference List:** ALL, 2 - 2Z WABASH STEEL INC., 8 - STEEL TECHNOLOGIES, 22 - ADA METAL PRODUCTS INC.

**Begin Date:** 08/01/2011 **End Date:** 08/01/2011 **Metrics:** Sales Metrics

**Compare Begin:** NONE **Compare End:** NONE ☐ Summarize by Month

**List of Customers:** ALL **Search:**  **Locations:** ALL, BERKELEY - 14, CANTON - 3, CLEVELAND - 12, CLINTON - 15, CRAWFORDSVILLE - 23 **Sort by:** Name **Machine Code(s):** ALL

**List of Inside Sales:** HOUSE ACCOUNT-IN - HA, KRISTIN ANGELINI - KA, JUSTINA ARMSTRONG - JG, HILLERY BARBER - HI, JARED BAUMAN - JD

**Selected Inside Sales:** ALL

**List of Outside Sales:** HOUSE ACCOUNT OUT - HA, BILL ADAMS - BA, JOHN ALSUP - JA, TREY APPERSON - TA, GABLO ARCE - PA

**Selected Outside Sales:** ALL

**List of Tech Service:** NONE ASSIGNED, BILL BOULIHAN

**Selected Tech Service:** ALL

**List of Servicing Sales:** HOUSE ACCOUNT OUT - HA, BILL ADAMS - BA, JOHN ALSUP - JA, TREY APPERSON - TA

**Selected Servicing Sales:** ALL

**List of Credit Reps:** UNASSIGNED ACCOUNT, COLLECTION ACCOUNT, LEGAL ACCOUNT, BOB BINGHAM, LEE CAMBRON

**Selected Credit Reps:** ALL

**List of Ship to States:** AL, AR, AZ

**Selected Ship to States:** ALL

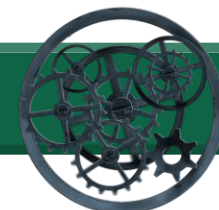
**Output Format**

☒ HTML ☐ PDF ☐ Excel ☐ PowerPoint ☐ Active HTML

Using Previous Day ?

✓ Eleven filters each with a wide variety of available selections

# Sales Analysis



## Steel Technologies

### Sales Analysis Report

Export to:



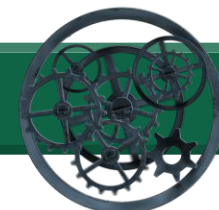
For 07/01/2011 - 07/13/2011

Selected ALL for: Region;Locations;Sales Classifications;Outside Sales Reps;Service Sales Reps;Inside Sales Reps;Master X-References;Customers;Technical Service Reps;Credit Reps;Ship-To States;Machines

Run Date: 08/04/2011 at 08.49.21

Region	Pounds	Tons	Sales	ASP/CWT	ASP/Ton	Spread/Ton	GM%	NM%	Scrap%	GM\$	NM\$
<a href="#">HOUSE ACCOUNT-9</a>	1,548,264	774.13	\$587,753.80	\$37.96	\$759.24	\$11.16	1.47%	.40%	-.06%	\$8,655.01	\$2,358.26
<a href="#">MARK CALCUTT-10</a>	8,722,433	4,361.22	\$3,777,554.04	\$43.31	\$866.17	\$101.69	11.74%	9.10%	1.90%	\$443,306.62	\$343,630.09
<a href="#">TAD CARROLL-21</a>	10,146,767	5,073.38	\$5,407,878.70	\$53.30	\$1,065.93	\$84.00	7.88%	3.35%	5.89%	\$426,103.31	\$181,223.76
<a href="#">JOHN COLOSIMO-25</a>	7,197,119	3,598.56	\$2,960,611.03	\$41.14	\$822.72	\$72.81	8.85%	5.32%	5.28%	\$262,117.37	\$157,430.48
<a href="#">JOHN EIKENBERRY-1</a>	1,426,471	713.24	\$352,472.20	\$24.71	\$494.19	\$274.82	55.61%	55.60%	.00%	\$196,010.38	\$195,969.58
<a href="#">GUSTAVO FIGUEROA-37</a>	12,300,206	6,150.10	\$6,974,920.21	\$56.71	\$1,134.11	\$199.94	17.63%	17.63%	.00%	\$1,229,415.26	\$1,229,415.26
<a href="#">GREG HECKMAN-32</a>	37,214,273	18,607.14	\$511,800.22	\$1.38	\$27.51	\$33.01	120.02%	46.14%	-10.56%	\$614,268.71	\$236,153.35
<a href="#">CHRIS LEGUT-26</a>	8,864,503	4,432.25	\$4,490,758.36	\$50.66	\$1,013.20	\$141.14	13.93%	6.37%	8.67%	\$625,644.03	\$286,217.91
<a href="#">TOM MOTTIER-3</a>	8,011,034	4,005.52	\$2,860,111.71	\$35.70	\$714.04	\$106.46	14.91%	8.23%	-.14%	\$426,466.04	\$235,412.44
<a href="#">JOE ROBINSON-5</a>	4,866,285	2,433.14	\$2,176,819.77	\$44.73	\$894.65	\$54.04	6.04%	-.38%	3.84%	\$131,431.38	-\$8,333.10
<a href="#">DAVID STITT-22</a>	4,552,191	2,276.10	\$2,747,170.20	\$60.35	\$1,206.97	\$263.00	21.79%	14.50%	6.21%	\$598,692.43	\$398,318.16
<a href="#">JASON WHITT-38</a>	7,248,730	3,624.37	\$3,235,645.76	\$44.64	\$892.75	\$65.26	7.31%	3.21%	4.73%	\$236,443.38	\$103,946.67
<a href="#">DOUG WINTERS-31</a>	5,422,510	2,711.26	\$2,851,587.73	\$52.59	\$1,051.76	\$143.46	13.64%	10.46%	3.17%	\$388,991.78	\$298,203.07
<b>TOTAL</b>	<b>117,520,786</b>	<b>58,760.39</b>	<b>\$38,935,083.73</b>	<b>\$33.13</b>	<b>\$662.61</b>	<b>\$95.08</b>	<b>14.35%</b>	<b>9.40%</b>	<b>-.15%</b>	<b>\$5,587,545.70</b>	<b>\$3,659,945.93</b>

# Sales Analysis



## Steel Technologies

### Sales Analysis Report

Export to:



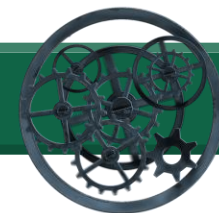
For 07/01/2011 - 07/13/2011

Selected ALL for: Region;Locations;Sales Classifications;Outside Sales Reps;Service Sales Reps;Inside Sales Reps;Master X-References;Customers;Technical Service Reps;Credit Reps;Ship-To States;Machines

Run Date: 08/04/2011 at 08.49.21

Region	Pounds	Tons	Sales	ASP/CWT	ASP/Ton	Spread/Ton	GM%	NM%	Scrap%	GM\$	NM\$
<a href="#">HOUSE ACCOUNT-9</a>	1,548,264	774.13	\$587,753.80	\$37.96	\$759.24	\$11.16	1.47%	.40%	-.06%	\$8,655.01	\$2,358.26
<a href="#">MARK CALCUTT-10</a>	8,722,433	4,361.22	\$3,777,554.04	\$43.31	\$866.17	\$101.69	11.74%	9.10%	1.90%	\$443,306.62	\$343,630.09
Sales Class	10,146,767	5,073.38	\$5,407,878.70	\$53.30	\$1,065.93	\$84.00	7.88%	3.35%	5.89%	\$426,103.31	\$181,223.76
Location	7,197,119	3,598.56	\$2,960,611.03	\$41.14	\$822.72	\$72.81	8.85%	5.32%	5.28%	\$262,117.37	\$157,430.48
Customer	1,426,471	713.24	\$352,472.20	\$24.71	\$494.19	\$274.82	55.61%	55.60%	.00%	\$196,010.38	\$195,969.58
Outside Sales	12,300,206	6,150.10	\$6,974,920.21	\$56.71	\$1,134.11	\$199.94	17.63%	17.63%	.00%	\$1,229,415.26	\$1,229,415.26
Servicing Sales	37,214,273	18,607.14	\$511,800.22	\$1.38	\$27.51	\$33.01	120.02%	46.14%	-10.56%	\$614,268.71	\$236,153.35
Inside Sales	8,864,503	4,432.25	\$4,490,758.36	\$50.66	\$1,013.20	\$141.14	13.93%	6.37%	8.67%	\$625,644.03	\$286,217.91
Invoice	8,011,034	4,005.52	\$2,860,111.71	\$35.70	\$714.04	\$106.46	14.91%	8.23%	-.14%	\$426,466.04	\$235,412.44
<a href="#">JOE ROBINSON-3</a>	4,866,285	2,433.14	\$2,176,819.77	\$44.73	\$894.65	\$54.04	6.04%	-.38%	3.84%	\$131,431.38	-\$8,333.10
<a href="#">DAVID STITT-22</a>	4,552,191	2,276.10	\$2,747,170.20	\$60.35	\$1,206.97	\$263.00	21.79%	14.50%	6.21%	\$598,692.43	\$398,318.16
<a href="#">JASON WHITT-38</a>	7,248,730	3,624.37	\$3,235,645.76	\$44.64	\$892.75	\$65.26	7.31%	3.21%	4.73%	\$236,443.38	\$103,946.67
<a href="#">DOUG WINTERS-31</a>	5,422,510	2,711.26	\$2,851,587.73	\$52.59	\$1,051.76	\$143.46	13.64%	10.46%	3.17%	\$388,991.78	\$298,203.07
<b>TOTAL</b>	<b>117,520,786</b>	<b>58,760.39</b>	<b>\$38,935,083.73</b>	<b>\$33.13</b>	<b>\$662.61</b>	<b>\$95.08</b>	<b>14.35%</b>	<b>9.40%</b>	<b>-.15%</b>	<b>\$5,587,545.70</b>	<b>\$3,659,945.93</b>

# Sales Analysis



## Steel Technologies

### Sales Analysis Report

Export to:



For 07/01/2011 - 07/13/2011

Selected ALL for: Locations;Sales Classifications;Outside Sales Reps;Service Sales Reps;Inside Sales Reps;Master X-References;Customers;Technical Service Reps;Credit Reps;Ship-To States;Machines

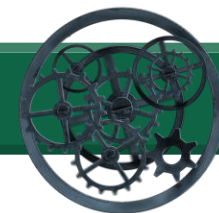
Region: MARK CALCUTT-10;

Run Date: 08/04/2011 at 08.52.22

Location	Pounds	Tons	Sales	ASP/CWT	ASP/Ton	Spread/Ton	GM%	NM%	Scrap%	GM\$	NM\$
<a href="#">BERKELEY-14</a>	4,117,013	2,058.51	\$1,839,029.24	\$44.67	\$893.38	\$91.93	10.29%	7.07%	2.34%	\$189,262.86	\$130,050.30
<a href="#">CLINTON-13</a>	2,252,496	1,126.25	\$927,220.94	\$41.16	\$823.28	\$93.52	11.36%	7.52%	2.41%	\$105,299.06	\$69,745.72
<a href="#">DECATUR-9</a>	2,336,946	1,168.47	\$997,347.08	\$42.68	\$853.55	\$122.91	14.40%	14.07%	.31%	\$143,634.74	\$140,319.46
<a href="#">OTTAWA-17</a>	15,978	7.99	\$13,956.78	\$87.35	\$1,747.00	\$639.58	36.61%	25.18%	11.16%	\$5,109.96	\$3,514.61
<b>TOTAL</b>	<b>8,722,433</b>	<b>4,361.22</b>	<b>\$3,777,554.04</b>	<b>\$43.31</b>	<b>\$866.17</b>	<b>\$101.69</b>	<b>11.74%</b>	<b>9.10%</b>	<b>1.90%</b>	<b>\$443,306.62</b>	<b>\$343,630.09</b>



# Sales Analysis



## Steel Technologies

### Sales Analysis Report

Export to:



For 07/01/2011 - 07/13/2011

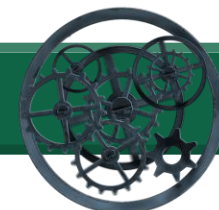
Selected ALL for: Locations;Sales Classifications;Outside Sales Reps;Service Sales Reps;Inside Sales Reps;Master X-References;Customers;Technical Service Reps;Credit Reps;Ship-To States;Machines

Region: MARK CALCUTT-10;

Run Date: 08/04/2011 at 08.52.22

Location	Pounds	Tons	Sales	ASP/CWT	ASP/Ton	Spread/Ton	GM%	NM%	Scrap%	GM\$	NM\$
BERKELEY-14	4,117,013	2,058.51	\$1,839,029.24	\$44.67	\$893.38	\$91.93	10.29%	7.07%	2.34%	\$189,262.86	\$130,050.30
Sales Class	52,496	1,126.25	\$927,220.94	\$41.16	\$823.28	\$93.52	11.36%	7.52%	2.41%	\$105,299.06	\$69,745.72
Customer	36,946	1,168.47	\$997,347.08	\$42.68	\$853.55	\$122.91	14.40%	14.07%	.31%	\$143,634.74	\$140,319.46
Outside Sales	15,978	7.99	\$13,956.78	\$87.35	\$1,747.00	\$639.58	36.61%	25.18%	11.16%	\$5,109.96	\$3,514.61
Servicing Sales	22,433	4,361.22	\$3,777,554.04	\$43.31	\$866.17	\$101.69	11.74%	9.10%	1.90%	\$443,306.62	\$343,630.09
Inside Sales											
Invoice											

# Sales Analysis



## Steel Technologies

### Sales Analysis Report

Export to:



For 07/01/2011 - 07/13/2011

Selected ALL for: Sales Classifications;Outside Sales Reps;Service Sales Reps;Inside Sales Reps;Master X-References;Customers;Technical Service Reps;Credit Reps;Ship-To States;Machines

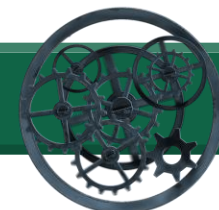
Region: MARK CALCUTT-10;

Location: BERKELEY-14;

Run Date: 08/04/2011 at 08.55.00

Customer	Pounds	Tons	Sales	ASP/CWT	ASP/Ton	Spread/Ton	GM%	NM%	Scrap%	GM\$	NM\$
<a href="#">AMERICAN WATER HEATER-JC-10928</a>	6,495	3.25	\$2,661.65	\$40.98	\$819.60	\$90.81	11.08%	3.78%	2.62%	\$294.95	\$100.72
<a href="#">AO SMITH - ASHLAND CITY-7514</a>	866,020	433.01	\$371,410.22	\$42.89	\$857.74	\$64.59	7.53%	6.99%	.73%	\$27,950.09	\$25,952.91
<a href="#">AO SMITH - CHARLOTTE-7663</a>	283,191	141.60	\$140,109.25	\$49.48	\$989.50	\$122.80	12.41%	7.77%	2.18%	\$17,387.14	\$10,891.02
<a href="#">AO SMITH - JUAREZ-7802</a>	16,075	8.04	\$6,653.44	\$41.39	\$827.80	\$100.16	12.10%	7.81%	2.38%	\$804.88	\$519.47
<a href="#">AO SMITH - MCBEE-13797</a>	2,300	1.15	\$896.31	\$38.97	\$779.40	\$50.74	6.51%	-1.16%	2.62%	\$58.37	-\$10.41
<a href="#">AO SMITH - MCBEE-7155</a>	474,689	237.34	\$213,923.25	\$45.07	\$901.32	\$186.66	20.71%	17.58%	3.32%	\$44,305.92	\$37,610.79
<a href="#">FISHER BARTON INC.-6780</a>	92,810	46.41	\$48,559.82	\$52.32	\$1,046.44	\$52.01	4.97%	-2.20%	9.52%	\$2,413.61	-\$99.41
<a href="#">HUSQVARNA - MCRAE-8868</a>	404,928	202.46	\$207,848.03	\$51.33	\$1,026.59	\$80.90	7.88%	4.61%	3.25%	\$16,376.92	\$9,572.43
<a href="#">HUSQVARNA - ORANGEBURG-7183</a>	870,867	435.43	\$435,106.94	\$49.96	\$999.25	\$147.19	14.73%	11.43%	2.89%	\$64,072.83	\$49,735.73
<a href="#">HUSQVARNA - SWAINSBORO-8867</a>	187,688	93.84	\$98,946.37	\$52.72	\$1,054.37	\$84.56	8.02%	4.03%	3.34%	\$7,932.27	\$3,989.24
<a href="#">MATANDY STEEL-13695</a>	179,220	89.61	\$2,588.47	\$1.44	\$28.89	\$37.80	130.86%	4.31%	2.87%	\$3,387.29	\$111.63
<a href="#">SC METAL PRODUCTS-10017</a>	144,780	72.39	\$56,488.55	\$39.02	\$780.34	-\$109.17	-13.99%	-16.44%	1.28%	-\$7,904.63	-\$9,288.56
<a href="#">SOLARIS INDUSTRIES-13214</a>	91,305	45.65	\$35,520.71	\$38.90	\$778.07	\$79.36	10.20%	-0.09%	2.87%	\$3,623.67	-\$33.45
<a href="#">STEEL TUBE-13686</a>	42,710	21.36	\$21,167.08	\$49.56	\$991.20	\$92.08	9.29%	6.45%	3.68%	\$1,966.04	\$1,366.21
<a href="#">UNITED TOOL - WIX-12999</a>	220,915	110.46	\$96,248.28	\$43.57	\$871.36	\$32.59	3.74%	-2.25%	2.91%	\$3,596.45	-\$244.28
<a href="#">WIX FILTRATION CORP-11925</a>	233,020	116.51	\$100,900.87	\$43.30	\$866.03	\$25.72	2.97%	-1.12%	3.39%	\$2,997.06	-\$123.74
<b>TOTAL</b>	<b>4,117,013</b>	<b>2,058.51</b>	<b>\$1,839,029.24</b>	<b>\$44.67</b>	<b>\$893.38</b>	<b>\$91.93</b>	<b>10.29%</b>	<b>7.07%</b>	<b>2.34%</b>	<b>\$189,262.86</b>	<b>\$130,050.30</b>

# Sales Analysis



## Steel Technologies

### Sales Analysis Report

Export to:



For 07/01/2011 - 07/13/2011

Selected ALL for: Sales Classifications;Outside Sales Reps;Service Sales Reps;Inside Sales Reps;Master X-References;Customers;Technical Service Reps;Credit Reps;Ship-To States;Machines

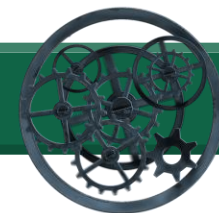
Region: MARK CALCUTT-10;

Location: BERKELEY-14;

Run Date: 08/04/2011 at 08.55.00

Customer	Pounds	Tons	Sales	ASP/CWT	ASP/Ton	Spread/Ton	GM%	NM%	Scrap%	GM\$	NM\$
<a href="#">AMERICAN WATER HEATER-JC-10928</a>	6,495	3.25	\$2,661.65	\$40.98	\$819.60	\$90.81	11.08%	3.78%	2.62%	\$294.95	\$100.72
<a href="#">AO SMITH - ASHLAND CITY-7514</a>	866,020	433.01	\$371,410.22	\$42.89	\$857.74	\$64.59	7.53%	6.99%	.73%	\$27,950.09	\$25,952.91
<a href="#">AO SMITH - CHARLOTTE-7663</a>	283,191	141.60	\$140,109.25	\$49.48	\$989.50	\$122.80	12.41%	7.77%	2.18%	\$17,387.14	\$10,891.02
<a href="#">AO SMITH - JUAREZ-7802</a>	16,075	8.04	\$6,653.44	\$41.39	\$827.80	\$100.16	12.10%	7.81%	2.38%	\$804.88	\$519.47
<a href="#">AO SMITH - MCBEE-13797</a>	2,300	1.15	\$896.31	\$38.97	\$779.40	\$50.74	6.51%	-1.16%	2.62%	\$58.37	-\$10.41
<a href="#">AO SMITH - MCBEE-7155</a>	474,689	237.34	\$213,923.25	\$45.07	\$901.32	\$186.66	20.71%	17.58%	3.32%	\$44,305.92	\$37,610.79
<a href="#">FISHER BARTON INC.-6780</a>	92,810	46.41	\$48,559.82	\$52.32	\$1,046.44	\$52.01	4.97%	-2.20%	9.52%	\$2,413.61	-\$99.41
<a href="#">HUSQVARNA - MCRAE-8868</a>	404,928	202.46	\$207,848.03	\$51.33	\$1,026.59	\$80.90	7.88%	4.61%	3.25%	\$16,376.92	\$9,572.43
<a href="#">HUSQVARNA - ORANGEBURG-7183</a>	870,867	435.43	\$435,106.94	\$49.96	\$999.25	\$147.19	14.73%	11.43%	2.89%	\$64,072.83	\$49,735.73
<a href="#">HUSQVARNA - SWAINSBORO-8867</a>	187,688	93.84	\$98,946.37	\$52.72	\$1,054.37	\$84.56	8.02%	4.03%	3.34%	\$7,932.27	\$3,989.24
Sales Class	179,220	89.61	\$2,588.47	\$1.44	\$28.89	\$37.80	130.86%	4.31%	2.87%	\$3,387.29	\$111.63
Outside Sales	<a href="#">10017</a>	144,780	\$56,488.55	\$39.02	\$780.34	-\$109.17	-13.99%	-16.44%	1.28%	-\$7,904.63	-\$9,288.56
Servicing Sales	<a href="#">13214</a>	91,305	\$35,520.71	\$38.90	\$778.07	\$79.36	10.20%	-0.09%	2.87%	\$3,623.67	-\$33.45
Inside Sales		42,710	\$21,167.08	\$49.56	\$991.20	\$92.08	9.29%	6.45%	3.68%	\$1,966.04	\$1,366.21
Invoice	<a href="#">99</a>	220,915	\$96,248.28	\$43.57	\$871.36	\$32.59	3.74%	-2.25%	2.91%	\$3,596.45	-\$244.28
<a href="#">WIX FILTRATION CORP-11925</a>	233,020	116.51	\$100,900.87	\$43.30	\$866.03	\$25.72	2.97%	-1.12%	3.39%	\$2,997.06	-\$123.74
<b>TOTAL</b>	<b>4,117,013</b>	<b>2,058.51</b>	<b>\$1,839,029.24</b>	<b>\$44.67</b>	<b>\$893.38</b>	<b>\$91.93</b>	<b>10.29%</b>	<b>7.07%</b>	<b>2.34%</b>	<b>\$189,262.86</b>	<b>\$130,050.30</b>

# Sales Analysis



## Steel Technologies

### Sales Analysis Detail Report

Export to:



For 07/01/2011 - 07/13/2011

Selected ALL for: Sales Classifications;Outside Sales Reps;Service Sales Reps;Inside Sales Reps;Master X-References;Technical Service Reps;Credit Reps;Ship-To States;Machines

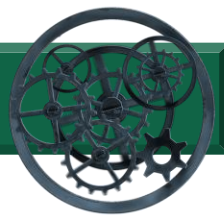
Region: MARK CALCUTT-10;

Location: BERKELEY-14;

Customer: HUSQVARNA - SWAINSBORO-8867;

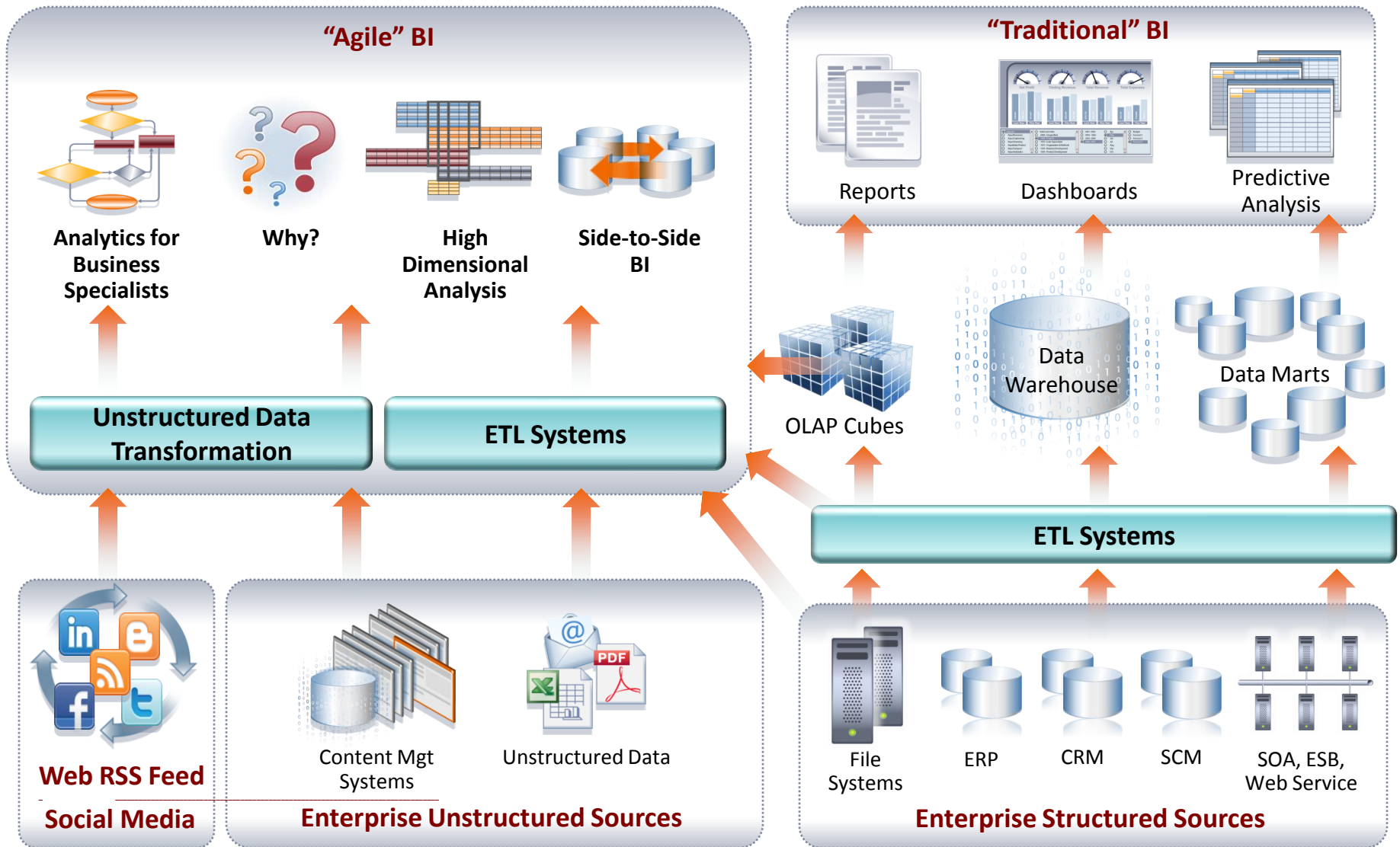
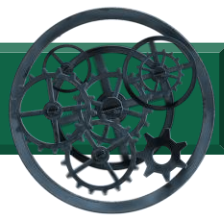
Run Date: 08/04/2011 at 08.58.04

Cust#	Customer	SO#	Prod#	Inv#	SC	Pounds	Tons	Sales \$	GM%	NM%	Scrap%	ASP/CWT	ASP/Ton	I/S	O/S Primary	O/S SVC	Mgr/VP	Part#	Matl Type	Sub	Gaug
8867	HUSQVARNA - SWAINSBORO	58827	60045	187926	1	6,167	3	\$3,187.25	7.31%	4.43%	2.15%	\$51.68	\$1,033.65	BREWER, M	APPERSON, T	,	CALCUTT, M	404	CH	5	.06
				188070	1	33,860	17	\$17,381.04	6.52%	3.62%	2.15%	\$51.33	\$1,026.64	BREWER, M	APPERSON, T	,	CALCUTT, M	404	CH	5	.06
		59568	60390	188001	1	12,759	6	\$6,783.55	6.23%	3.56%	1.60%	\$53.17	\$1,063.34	BREWER, M	APPERSON, T	,	CALCUTT, M	470	CH	5	.06
		59663	60535	188004	1	4,205	2	\$1,976.69	4.98%	.67%	4.15%	\$47.01	\$940.16	BREWER, M	APPERSON, T	,	CALCUTT, M	407	HR	A	.08
		59789	60685	187925	1	23,464	12	\$12,494.85	9.76%	2.67%	4.00%	\$53.25	\$1,065.02	BREWER, M	APPERSON, T	,	CALCUTT, M	189	CH	G	.06
		59893	60729	188002	1	13,984	7	\$7,465.01	12.25%	8.54%	2.90%	\$53.38	\$1,067.65	BREWER, M	APPERSON, T	,	CALCUTT, M	3060	CH	G	.06
		59894	60730	188069	1	4,664	2	\$2,483.24	12.05%	7.47%	2.96%	\$53.24	\$1,064.85	BREWER, M	APPERSON, T	,	CALCUTT, M	3065	CH	G	.06
		59896	60705	188071	1	11,418	6	\$5,890.05	-10.88%	-16.62%	2.05%	\$51.59	\$1,031.71	BREWER, M	APPERSON, T	,	CALCUTT, M	404	CH	5	.06
		60074	60903	187927	1	16,704	8	\$8,884.54	12.68%	6.58%	1.41%	\$53.19	\$1,063.76	BREWER, M	APPERSON, T	,	CALCUTT, M	189	CH	G	.06
		60226	61095	188003	1	19,880	10	\$10,678.22	9.88%	7.04%	8.13%	\$53.71	\$1,074.27	BREWER, M	APPERSON, T	,	CALCUTT, M	3060	CH	G	.06



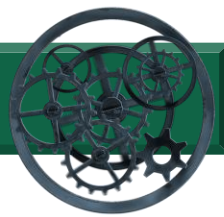
- ✓ Imagine a BI tool that gives you the ability to immediately interrogate your entire universe of business data, allowing you to ask rather vague questions at first and then allowing you to sharpen your focus with subsequent iterations to drive to very granular answers by continually trimming the result sets presented to you.
- ✓ You might not know exactly what you are looking for when you start your interrogation but you are guided through the process to arrive at an answer that is valid for that moment in time.
- ✓ “Agile BI” is a technology compliment to “Traditional BI”. Traditional BI requires you to have a pretty good idea of what you are looking for when you start and, unless you are a super-user very comfortable with doing your own ad-hoc report writing, usually requires IT to build an application for you. Agile BI assumes that you are familiar with the data but not trained beyond the level of the average business person.
- ✓ Agile BI can combine structured data with unstructured data. The point-in-time precision of the answer makes printing your results, at least in a report format, somewhat irrelevant.

# Agile BI – Compliments “Traditional” BI

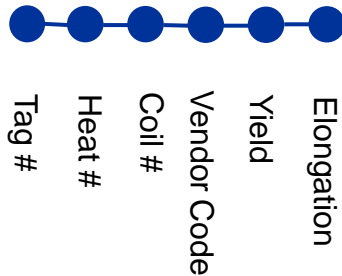




# Agile BI – Combining Structured and Unstructured Data

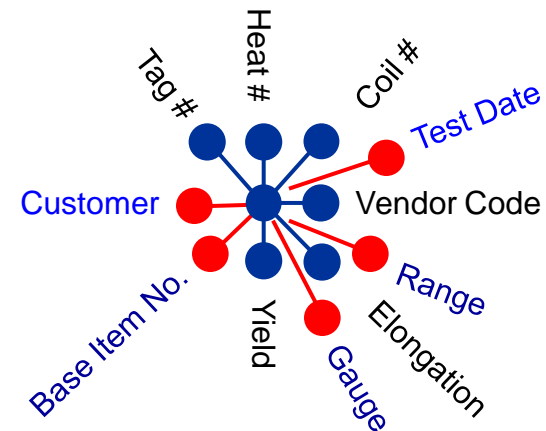
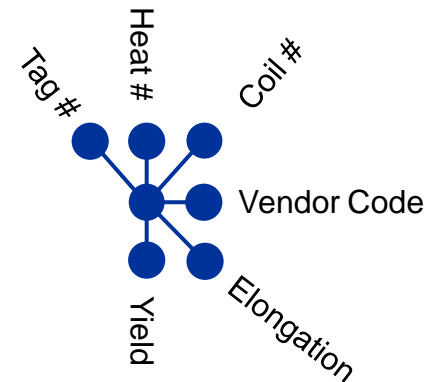


## Structured Data



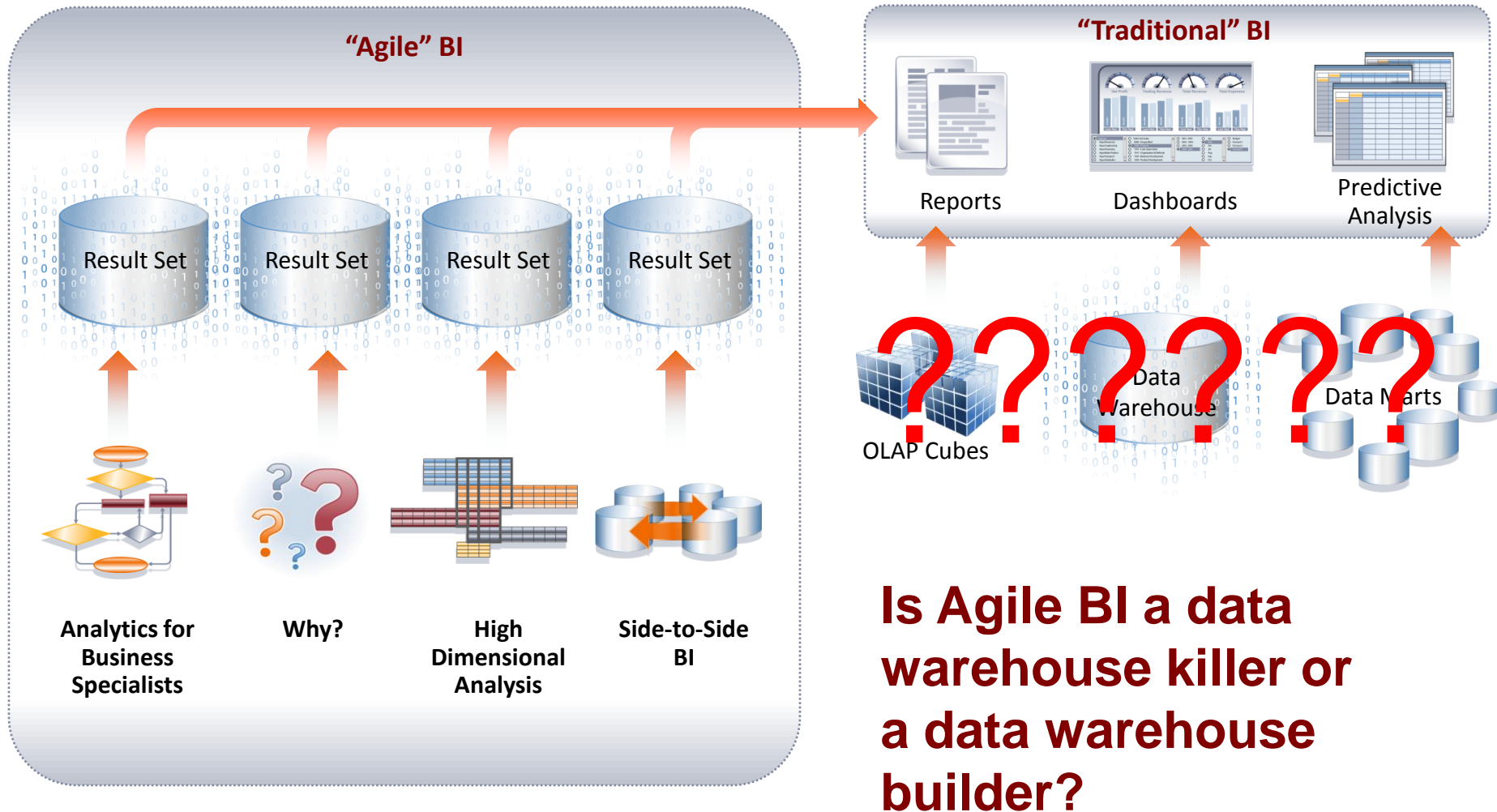
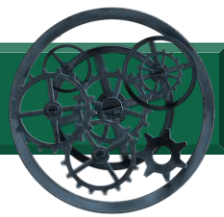
## Unstructured Data

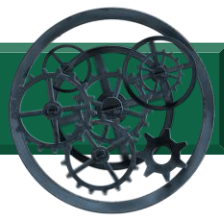
Subject: 011110-08 NNATower Auto Meridian 06 41424  
Due Date: Monday, January 11, 2010  
Status: Complete  
Percent Complete: 100%  
Lot: 011110-08  
PRODUCTION# 42420  
S SO # CUSTOMER GAUGE RANGE WIDTH TOLERANCE  
93593 NNA TOWER A .0980 .1140 61.2500 +125-000  
COIL NO. HEAT # PO #  
323505 812K32350 16842  
322152 822K32350 16842  
TAG # GAUGE RANGE WIDTH WEIGHT CWT  
NW32783 .0980 .8888 61.8503 45800 27.28  
NW32915 .0980 .8888 61.8503 39890 27.28  
Item No. 11403 000 098 6125  
Base Item No. 02762 005  
Part No C18948AU  
Cst Spec 1058-K204/560-01



**Every data element  
becomes an index**

# Agile BI – The Data Warehouse Killer?

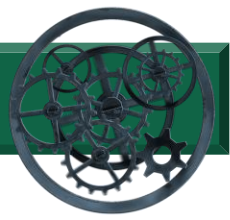




With the right BI tools and strategy it is entirely possible to greatly reduce the size, scope and duration of an ERP initiative.

In some cases the ERP project can be completely eliminated or indefinitely postponed.

*Thank You*



*Q & A*