



**Carglass enhances business
performance through data-driven
decision support**

Carglass is a leading company in the automotive glass repair and replacement industry, and is a part of the Belron group. Since 1986, individuals, insurance and mutual companies, as well as car fleets and rental companies are being served by Carglass. This engagement was with Carglass Denmark covering the 28 workshops and 66 mobile service units in the country.

PROBLEM STATEMENT

The client was looking to enable data-driven decision making by ascertaining reliable data, and establishing comprehensive and actionable reports thereof. These reports and insights were envisioned to have a positive impact on business performance across functional areas including customer service, sales and finance. The primary pain points were:



Lack of Quality Data: There was no consistent source of valid data that would form the basis for reliable decision making. Data was scattered across a lot of different systems with no single source of truth



Lack of Uniformity in Reports: Different departments had their own reports with contradictory data points leading to confusion and inefficiency



Inadequate Reporting: The numerous different data sources made understanding data really difficult, thereby preventing report creation in some cases



Manual Efforts: A significant amount of time was spent manually creating reports, which were often underutilized



Missing Data Linkages: Inability to connect data across functions and thereby unable to leverage the links in data produced by the different departments



System Limitations: Jet reports were being used; report generation was time consuming which used to hinder operations of Business Central ERP thereby hindering activities across departments

These issues led to reliance on gut feeling rather than data-driven decision-making, hindering the company’s ability to develop and grow effectively

SOLUTION

Carglass engaged GrayMatter to address these challenges. GrayMatter proposed and implemented a comprehensive solution:



Centralized Data Warehouse: Sourcing data from multiple systems, transforming it suitably and storing in data warehouse enabling integrated view of data across functional areas to drive consistent and interlinked information



Data Management: Ingestion, transformation and processing of data ensuring completeness and accuracy. Master data management to ensure consistent data definitions and data integrity. Consistent data dictionary and KPI definitions across the organization



Powerful Reporting: Automated Power BI reports with ability to slice and dice data at different levels—branch, division, region, or individual employee—and analyze it across different time frames. Solution equipped with self-service analysis ensuring faster value to business super users

Technology Stack:

Component	Technology
ETL	Azure Data Factory
Data Warehouse	MS SQL Server
Dashboards, Reports & Visualizations	MS Power BI

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BENEFITS

The implementation of GrayMatter's solution provided the customer with several key benefits:



Better Decision-Making: With unified and accurate data, Carglass could shift its focus from examining the validity of reports to making informed decisions that drive business growth. The ability to slice, dice, filter and analyze data across dimensions is a significant contributor towards comprehensive decision making



Increased Efficiency: The time spent on manual reporting was drastically reduced, freeing up valuable resources to focus on more strategic activities.



Future-Proofing: The numerous diverse range of data sources used for ingesting data makes the system future-proof, lending it the ability to scale across needs for any function across the enterprise



Improved Business Performance: A notable increase in business performance is highly likely with better decision making enabling more slots for customer service, elevating the service levels and the revenues. The automation and savings of manual efforts leads to cost optimization

Customer Testimonial



Everybody Has Been Very Impressed By The Time And Effort That Was Put Into Understanding The Report We Needed. A Lot Was Based On Old Reports, So They Were Not Always That Easy To Understand, But GrayMatter Did A Very Good Job In Understanding. The Solution Implemented Will Definitely Give Us An Edge Compared To Our Competitors Because We Will Now Be Able To Analyse The Data In A Way We Did What That Wasn't Possible Before. What Has Impressed Me The Most Is That GrayMatter Management Has Been So Involved In The Project To Make Sure That The Project Came Over The Finish Line At The Agreed Time

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