



Case Study: **Rossignol**

Flexible, easy-to-use analytics and reporting led to rapid organizational adoption and reduced costs for Rossignol Ski Company

“PivotLink has changed the way we do business, and it has changed the way we approach our business. People have greater access to more information than they had before and something like that becomes addictive operationally. You get used to having that and you want more.”

— Jim Hunter, CFO and VP of Operations

Rossignol Ski Company is the U.S. and Canadian distributor for 100-year-old Rossignol Skis, the world’s leading manufacturer of winter sports equipment, which was acquired by Quiksilver in 2005. In addition to distributing the Rossignol, Dynastar, Lange, Look and Kerma brands, the company operates snowboard manufacturer Mervin Manufacturing, distributor of the Lib Tech, Gnu and Roxy snowboard brands. The company has 60 sales representatives across North America.

Challenge

As a consolidation of multiple companies, the Rossignol distributor lacked consistency in their information structure and was using a “really ancient” core system that was actually multiple systems cobbled together. It was impossible for them to link inventory, sales, and other information across brands. Only staff that knew the individual systems well could extract the information they needed to make important business decisions, and even then the information was inconsistent. Users also had to maintain separate logins for looking up information in each system.

“We needed an affordable way to standardize our informational structure and facilitate access to it,” said Jim Hunter, CFO and vice president of operations for the company. “We were very quickly drawn to PivotLink because it’s so intuitive and easy to use.”

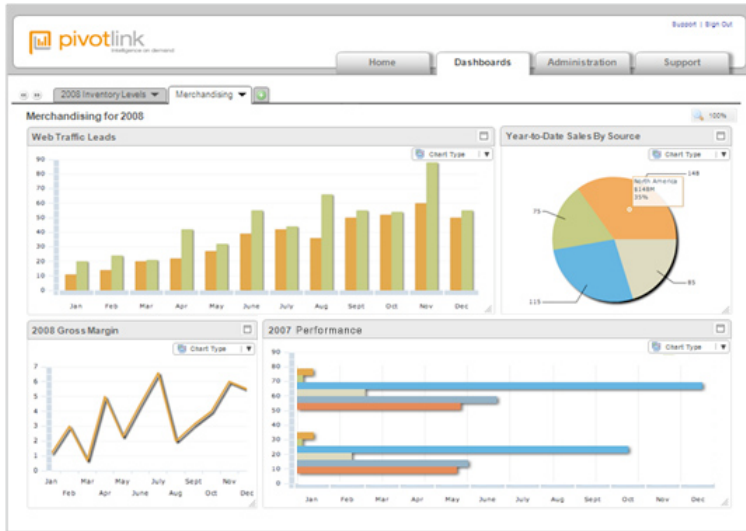
Solution

The PivotLink solution streamlined information access across the company’s separate systems, so business users could quickly and easily run queries and create customized reports. Because PivotLink was so easy to use the company president was an early adopter, and the solution quickly became “the information standard” across the organization.

BENEFITS SNAPSHOT

- On-demand access to critical information
- Easy to learn, easy-to-use
- Rapid organizational adoption
- Quick creation of custom reports
- Reduction in demands on IT staff
- Faster, better business decisions





“It’s just so easy to teach people how to use PivotLink and adopt it,” said Hunter. “You don’t call IT and ask them to run a report and then get it tomorrow. You get it now, and you do it yourself. This also really helped spread the use of the solution throughout our entire organization very rapidly.”

Ease-of-use was a critical requirement, as the technological sophistication of the sales forces varied widely. With PivotLink, it was quick and easy to train even the least sophisticated users to access the information they needed. Hunter says that in addition to using the core reports first deployed by the company seven years ago, users continue to evolve and expand their own portfolio of reports as their

business demands and needs have changed over the last three years.

In addition to the clear benefits for the sales reps, the distributor soon found PivotLink critical in helping them meet the new reporting requirements they faced when they became part of a public company.

“Everything used to be on a 12-month cycle,” said Hunter. “Now we’re public and it’s all about the quarter, which is a much greater burden from a reporting and analytical standpoint — basically we now have to go through the old year-end process on a quarterly basis. That’s reinforced for us the value of the PivotLink tool. What we need, we can get.”

Results

The clearest advantages for Rossignol were ease of use and flexibility. “We have people all over the world all of the time, and they all have access to the same information anywhere and anytime,” said Hunter. Before deploying PivotLink, Hunter said the company could spend a week gathering the information they needed to make a decision, or they’d have to risk making a decision without critical information. With PivotLink, the information is always at their fingertips, enabling them to make decisions in real time.

In addition to rapid adoption of the service inside Rossignol, the PivotLink solution helped the company to reduce costs and improve operations in two key areas:

- 1) Decreased burden on IT, as overall IT budgets have decreased — today the core systems IT staff is 25% smaller. It has also allowed the company to add network support and other additional functions at no incremental cost.
- 2) The vast improvement to information access resulted in the company making better, more informed decisions, which has led to a significant reduction in season-end inventory.

ABOUT PIVOTLINK

Bellevue, WA–based PivotLink is a privately held, rapidly growing company leading the industry in BI technology innovation. We pride ourselves on drastically reducing the cost and time required for implementing BI solutions. To learn more about our company and solutions, or to try PivotLink free for 30 days, visit us on the Web at www.pivotlink.com.

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