

## On-Demand BA puts Quick, Comprehensive Analysis Capabilities in the Hands Users Across the Extended Enterprise

*“PivotLink On-Demand BA is a great tool. It’s intuitive so you can easily modify the report layout on-the-fly. Self-service for the business user is important to get the information needed to make decisions at the speed of business. From an IT perspective, maintaining PivotLink is very straight forward as well.”*

— Lisa Leonard, VP IT, The Bartell Drug Company



### INDUSTRY

- Retail

### GEOGRAPHY

- North America

### CHALLENGES

- Sales reporting was slow and cumbersome
- Business users could not get the data in a timely fashion
- New HIPPA data requirements
- Improve use of information from HQ in the field

### RESULTS

- No reliance on IT department for report creation
- Ad-hoc reports generated in seconds rather than hours
- Integrate data from existing systems with no need for re-entry
- Compliance with new HIPPA regulations
- Dramatic reduction in time needed for account research

### CHALLENGE

Founded in 1890, The Bartell Drug Company is the oldest drugstore chain in the United States. Still family owned and operated, Bartell Drug employs more than 1,600 people and has 56 retail stores in the Seattle area.

The company’s existing on-premise business intelligence solution did not support real-time sales report generation. Every time a sales person wanted any kind of report on sales performance, they would need to make a request through IT and then have to wait hours. Additionally, certain data needed to meet new HIPPA requirements, but to do that in the existing system would mean costly upgrades. “A company of our size doesn’t have the IT resources to drain and business users don’t have the time to rely on IT for changes,” says Lisa Leonard, VP IT for Bartell Drug.

What Bartell Drug needed was an on-demand BA solution that could:

- Generate reports using the data in existing systems, without requiring re-entry
- Give users across the extended organization access to reporting features, eliminating reliance on IT
- Provide a high-level of security and HIPPA compliance for pharmacy data

### SOLUTION

Bartell Drug decided to look for a reporting solution that would be fast to implement and did not require a lot of IT support. The company was impressed with PivotLink On-Demand BA for its speed and ease of use. “Our typical user is not technically sophisticated at all,” says Lisa Leonard “PivotLink is very user friendly and it is easy to get data in a format that can be analyzed and changed in a self-service fashion.”

*“PivotLink gives you a timely, holistic view of the business.*

*More importantly, it gives users across the extended enterprise the ability to ask – and answer – questions at the speed of business.”*

— Lisa Leonard,  
VP IT, The Bartell Drug Company

Both staff and executives use PivotLink to generate reports specific to their needs. Power users are buyers in the merchandising department who use PivotLink on a daily basis. Buyers can look at various configurations of sales results for more than half a million pairings. For example, they can look at how advertised items sell before, during, and after an ad is placed, and can compare results for different time periods and stores. “Our buyers are trying to drive sales and PivotLink has become an important part of their daily tasks,” said Leonard.

For accounting, PivotLink has simplified a variety of tasks. “PivotLink is able to manage massive amounts of data,” said Samantha Baker, accounts receivable supervisor. “Insurance companies remit their payments in different ways—by patient, date, or RX number to name a few. Now we can sort the data in PivotLink in the same order that the payment came in, and we’re able to keep the data with the processing information, unchanged, as long as we need it.”

Accounting also uses PivotLink for research several times a day—to locate a patient by store or plan, to determine how a prescription was billed, re-billed, and/or reversed, and so on. With PivotLink’s SAS 70 Type II certification, it will be easier for the company to meet new HIPPA data documentation requirements. “Before PivotLink we searched for a needle in a haystack of paperwork,” said Baker. “Now, with a couple clicks, we know more about the prescription than we could ever know before.”

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## RESULTS

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For Bartell, sales analysis is quick, thorough, and completely in the hands of individual users. Reports that used to take as much as six hours can be generated in seconds. Users can easily modify basic reports to get exactly the information they need to analyze.

For the accounting department, PivotLink has liberated staff from the mounds of paperwork typically required by health insurance plans for prescription drugs. Not only can PivotLink retain all the data they need for reconciliation and research, they can find what they need in seconds, which saves Baker as much as three hours a day. And acceptance among employees is high. “PivotLink is so straightforward people actually use it,” said Leonard.

Benefits:

- Reduced reliance on IT department for report creation
- Ad-hoc reports generated in seconds rather than hours
- Integrate data from existing systems with no need for re-entry
- Compliance with new HIPPA regulations
- Dramatic reduction in time needed for account research

PivotLink is a leading provider of on-demand business analytics.

For more information:  
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