

OrderMotion Puts Analytics into the Hands of Customers — to Drive e-Commerce Profitability — with PivotLink On-Demand BA

“We chose PivotLink because of the measurable business value it would provide to our customers — who require accurate, up-to-date insights that show how the OrderMotion solution is performing for them. As the market shifts, our customers need to look at data in different ways. PivotLink provides a timely and accurate view of the business via an easy to use tool that offers up the data at the speed of business.”

— Wendy LaHaye, Vice President, IT



INDUSTRY

- SaaS E-commerce

GEOGRAPHY

- North America

CHALLENGES

- Embed on-demand BI capabilities into its solution
- Build a scalable BI platform to support business growth
- Reduce reliance on IT for report generation and custom calculations
- Accelerate time to insight
- Reduce service costs while providing value-added reporting capabilities

RESULTS

- Self-service, Web-based analytic and reporting tools
- Decrease reliance on manually-generated spreadsheets by IT
- Reduced cost of reporting and time to insight
- Differentiated customer experience
- OEM partnership that will grow with the business

CHALLENGE

OrderMotion is an award-winning technology company that offers visual order management solutions for mid-market specialty online merchants and direct response marketers. A pioneer in SaaS, OrderMotion has helped hundreds of companies expand their e-commerce presence over the past 10 years.

Processing one billion dollars in commerce and eight million orders each year, OrderMotion powers some of the most successful online merchants today.

Customer order, product, sales, sensitive credit card as well as how products and customers are performing are all data that the company processes when helping customers build an e-commerce business. OrderMotion needed to upgrade its existing homegrown BI solution and was looking for an easy-to-use, cost-effective reporting and analytics tool to embed into its application. As a SaaS pioneer, the company wanted to build its business intelligence foundation in the cloud—and to get IT out of the business of writing customized reports for customers. Not only was this inefficient, but it would also add additional costs to OrderMotion customers. These costs could be eliminated if report writing tasks were automated and pushed out to the users themselves. “Our customers need accurate, up-to-date reports and dashboard views that show how their business is really performing,” said Wendy LaHaye, Vice President of IT for Order Motion. “Until recently, our customers would get static reports faxed or e-mailed on a monthly basis, making it tough to ‘detect and correct’ issues in a timely manner.”

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

- Get IT out of the business of custom report development
- Empower end users (via self-service analytic tools) to understand the value of their business data and use it for competitive advantage
- Scale securely and affordably across thousands of users

*“The key to success in today’s
challenging economy is not
lots and lots of raw data – it’s
the ability to understand
that data so you can make
effective business decisions,
manage costs and find
opportunities to unlock value
that might have otherwise
been overlooked.”*

— Wendy LaHaye,
Vice President, IT

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

For more information:
(866) 625-9884
pivotlink.com



SOLUTION

“To counter this issue and to help our customers use their data to increase sales and profitability, we decided to put analytic power into their hands,” said LaHaye. Time to implement, ease of use, advanced analytic capabilities, and unburdening IT resources were the main criteria for an on-demand BA solution. “We wanted a tool that didn’t require users to develop specialized skills to use or maintain going forward,” said LaHaye. “We evaluated PivotLink not only its technical merit or ease of use—but by the measurable business value it would help us deliver to our customers.”

LaHaye was looking for more than a technology solution. She wanted a partner to support her vision to give online merchants the insight and control they need to increase profitability and become more competitive. “Compared to other options out there PivotLink gets it. End-users don’t want to become BI experts, they want to focus on their business.” LaHaye says customers want to consume their analytics in an easy to use, business-controlled, rapid time-to-value manner. “As an OEM partner, PivotLink allows us to provide customers with a competitive differentiation. We are looking forward to a very fruitful relationship going forward,” said LaHaye.

RESULTS

End users have the ability to ask and answer strategic questions, generate reports, view dashboards, and focus on reliable insight to run business better. IT is rarely part of the equation and if it is, IT provides value-added guidance. “So far, all of my expectations have been met,” said LaHaye. “PivotLink provides information the way users want to see it—via dashboards, charts, reports—with drill-down to the data in a few clicks. It enables any user to make decisions now, not in a month or year. With business conditions shifting by the hour/day, agility is a critical success factor in today’s economy.” As business users are empowered to slice and dice data any way they choose, the quality of business decisions improves throughout a company. “PivotLink is leading the charge in next gen delivery of business reporting and analytics,” LaHaye concludes.

Benefits:

- Self-service, Web-based analytic and reporting tools
- Decrease reliance on IT for customized reports
- Scalable to thousands of users – easily and affordably
- Real-time visual insight into critical business information
- Improved customer experience (for OrderMotion customers)