

## Shaklee Corporation Aligns Its Global Business with Actionable Analytics Using PivotLink On-Demand BA

*“We had all this data which I needed to make available around the world along with analytical capability, so that our business partners could make informed decisions on how to grow the business. We delivered this with PivotLink in 120 days, which surprised most people. Since then, PivotLink has consistently delivered for us as we have expanded our use of their on-demand business analytics solution.”*

— Ken Harris, CIO/SVP, Shaklee Corporation



### INDUSTRY

- Consumer Products

### GEOGRAPHY

- Worldwide

### CHALLENGES

- Massive amounts of data to manage
- Difficult to access data in a meaningful way
- Costly data warehouse and insufficient IT resources to maintain
- Unable to collaborate with other geographic units

### RESULTS

- Rapid time-to-value
- Collaboration on a global scale
- Self-service, Web-based analytic and reporting tools for business users
- Better understanding of customers and product performance
- Minimal IT involvement

### CHALLENGE

Founded in 1956, Shaklee Corporation provides consumers around the world with premium natural nutrition and personal care products, environmentally-friendly household products, and state-of-the-art air and water treatment systems. The company invests more than \$250 million in research and development as well as clinical research to develop new product innovations. Shaklee operates through a network of more than 750,000 independent members and distributors located throughout the United States, Mexico, Canada, Japan, Malaysia, Taiwan and China.

With a large product portfolio, extensive research and development, and growing distributor sales force, Shaklee generates a massive amount of data. Each year, more than 80,000 quality assurance tests are performed on Shaklee nutritional products and their ingredients. The combination of research and clinical studies, new marketing and promotional information, sales and customer data has created a data scalability and access problem. “We had a previous data warehouse we implemented to conduct product and financial analysis. But it wasn’t simple for users and didn’t provide broad geographical access, nor real-time data,” said Ken Harris, CIO/SVP for Shaklee.

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

- Aggregate information on products, customers, distributors, promotions, and internal operations in one location
- Make analysis of this information easy and available in real time
- Enable business users to collaborate globally
- Adapt quickly to respond to ongoing changes with the business

*“We have dealt with many SaaS vendors, and PivotLink is in the top tier. In more than three years of working with the solution, PivotLink has consistently delivered on the service and support model. We rely on PivotLink to make sure our data is available 24x7, and not every vendor understands what that takes.”*

— Ken Harris,  
CIO/SVP, Shaklee Corporation

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

For more information:  
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[pivotlink.com](http://pivotlink.com)



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## SOLUTION

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“Our goal was to bring all the data, from customers, products, distributors, promotions, and member genealogy, into a single location that would allow us to produce valuable, actionable reports quickly and easily,” said Harris. For Shaklee and its members to be successful, everyone needs access to relevant data including marketing and research information. Harris understood Pivotlink’s speed and cost savings with the solution’s on-demand model having used it at another organization. To prove its viability and functionality to the rest of the Shaklee management team, Harris went to each functional business leader and asked each for a question that they had been unable to get answers to from the previous data warehouse solution. Harris presented four questions to PivotLink with a quarter’s worth of data. Based on the speed and specific queries that PivotLink produced in response, the company knew it was the solution they were looking for and decided to deploy PivotLink company-wide.

PivotLink now serves as Shaklee’s data warehouse of record, and it is used for ninety percent of the company’s business analytics. “We like the fact that data is stored at elemental levels rather than summary rollups, like most data warehouses,” said Harris. “If I reorganize, I don’t have to do anything. I run a new query, and it gives me the correct data in the new organizational structure.”

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## RESULTS

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Shaklee’s sales and marketing departments use PivotLink to evaluate the efficiency of promotional campaigns. Based on reports compiled within PivotLink, users can modify marketing and promotional campaigns, and focus on tying products to real-time data and trends. In finance, PivotLink enables the financial forecasting group to dig into the data and improve management decisions. For IT, PivotLink allowed the staff to quickly provide an inexpensive technical infrastructure—while reducing ongoing support costs. “PivotLink is an easy-to-use solution that makes business intelligence readily available and accessible to the masses. We are now better able to leverage our data repositories to quickly connect people with information, which will help them to be more effective and make our company more successful.”

### Benefits:

- Rapid implementation with easy low-cost maintenance
- Real-time access to critical analysis
- Self-service, Web-based analytic and reporting tools for business users
- Better understanding of customers and product performance
- Adaptability to respond to dynamic changes in the business
- Minimal IT involvement