



## Small companies increase agility and enhance decision-making with low-cost Business Intelligence

### Overview

It's getting easier to access real-time data, but the big question is: how can small businesses make the most of it? Today, tools like Microsoft Power BI are transforming analytics, reporting and decision-making. By capturing data from multiple platforms and merging it into one application, employees with basic Excel skills can dissect data. But they can also monitor progress in real time against business goals and key performance indicators. With pro-active decision-making, small businesses are transforming their agility, responding faster to customer trends and seizing competitive advantage.

### The Need

#### Small business – big data

The lure of Business Intelligence (BI) is growing fast. Today, it's becoming easier to integrate databases and then build a basic BI capability. Meanwhile, the sheer volume of data captured even by small businesses makes these databases a gold-mine of information. The result: more companies are moving from advanced analytics tools to BI capabilities that transform real-time decision making.

In response, systems suppliers like Microsoft are transforming usability. Intuitive data-visualisation tools mean most Excel-familiar workers can interrogate data and build stunning charts. Creating bespoke reports and dashboards is no longer a niche skill. As employees take the initiative with live data in their everyday jobs, demand for BI is growing fast.

## CASE STUDY

At ECLEVA, we see an increasing number of small businesses who want to use BI to improve productivity. Chief Executive, Patrick Northcott, explains: "Today, creating a BI proof-of-concept is generally very easy so customers can instantly grasp the potential. Microsoft creates BI content packs for small-business accounting packages like Xero, and this means initiating BI takes very little time – especially in a business-to-business scenario."

ECLEVA recently helped three small businesses implement BI to overcome major challenges. One client, an asset-finance company called 3E, wanted to enable all its stakeholders – equipment suppliers, lenders and service providers – to analyse contract performance in real time. Baptists World Aid Australia (BWAA), wanted to improve reporting for child-sponsorship programs in developing countries. And construction company, Richard Crookes Constructions, wanted real-time insights into construction-site spending and activity.

### The Solution

ECLEVA's preference for Agile implementations made it an ideal partner for 3E Advantage. The Agile methodology sees small teams of IT programmers delivering modules in time-boxed bursts, called 'sprints.' Adopting this approach would enable 3E Advantage to carefully define each capability. It would also ensure each new capability delivered the anticipated cost-benefit outcome.

**"By adding functionality incrementally, we made the best use of the customer's IT budget, creating new capabilities only when it was clear that it would create a rapid return for the business. This is another ECLEVA metric which we call 'time-to-value' and it's a superb project-management tool for keeping IT focussed on business essentials."**

-Patrick Northcott, CEO,  
ECLEVA



## CASE STUDY

Lastly, ECLEVA built a lifecycle-management system with a PowerBI analytics portal that provides transparency on contracts and expedites partner-to-client communications.

"The quality of the team work on the project was absolutely phenomenal," says Craig. "The ECLEVA team was very reactive and always available – I can't speak highly enough about them. The overall project management is the thing that keeps me coming back."

### Result

By breaking down a complex, long-term systems need into small, achievable steps, ECLEVA helped keep an ambitious start-up company in control and on track, able to deliver top-grade customer services to a fast-growing client base. With the unique lending-management tool designed by ECLEVA, 3E Advantage grew by 238% in its second year, and 76% in its third.

"With the right tools, the right processes and the right people, we can deliver the same amount of work with half the team previously required," says Craig. "The feedback we get from our partners is excellent."

ECLEVA's CEO says the carefully calibrated sprints helped 3E Advantage to create a solution that was genuinely scalable. "By adding functionality incrementally, we made the best use of the customer's IT budget, creating new capabilities only when it was clear that it would create a rapid return for the business," says Patrick. "This is another ECLEVA metric which we call 'time-to-value' and it's a superb project-management tool for keeping IT focussed on business essentials."

Craig adds that he is always happy to acclaim ECLEVA as the solution partner that helped 3E Advantage achieve its goals. He reports that his company's future is bright and that ECLEVA is already lined up to deliver on the next phase of business objectives.

"ECLEVA's employees understand our business and technology in equal measure," he says. "They want to work with you for a better result. Solution development is all about people – ECLEVA's people are fantastic."

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- Craig Birchall, Director, 3E Advantage



Learn more about how ECLEVA helps financial services companies save costs and operate more efficiently. Contact us at [info@ecleva.com](mailto:info@ecleva.com) or call us on 02 9467 9300.