

Case Study

Maximizing Returns: How AI-Driven Business Intelligence Increased Top-Line Revenue for a Global Manufacturing Company

The Challenge

A \$1.5 billion global manufacturing company subsidiary experienced stagnant growth and could not revitalize its sales team to achieve higher market penetration. An inflexible systems architecture of mostly non-integrated, standalone applications did not permit the company to leverage its operational sales and marketing data as a strategic asset, and no meaningful analysis functions could be performed to gain insights on sales and marketing process performance and how to improve them.

The key challenges were:

- Stagnant growth and sales team limitations
- Inflexible systems architecture
- Lack of meaningful data analysis that could enable insights-driven decision making

The Solution

A Fortium Partner was engaged as an interim CIO to assess the technology infrastructure, IT systems architecture, and associated business processes to identify improvement opportunities aimed at driving more top-line revenue.

The partner's assessment revealed the potential for using enabling technologies (e.g., AI) to create self-service Business Intelligence and significantly enhance operational performance.

The Results

As an interim CIO, the Fortium Partner helped:

- Develop an architectural model based on a system, business intelligence, and end-user layer to facilitate aggregation of operational data along critical business analysis dimensions
- Enable speed-of-thought analyses through presentation layer self-service analysis functions
- Identify cross-selling and upselling opportunities based on historical sales data and application of predictive and prescriptive models and
- Leverage advanced data science techniques, including Artificial Intelligence (AI) and Machine Learning (ML), to create actionable plans that achieved a top-line growth of 5%

Client Profile

- HQ: Charlotte, NC
- Stagnant growth
- Sales: \$1 billion+
- 4,400+ employees
- International sales
- Global industrial technology company

