

About RepTime:

RepTime Sales Software is a leading provider of sales order and catalog automation solutions designed specifically for manufacturing, sales representatives, and retailers across the United States, Canada, and South America. Focused on B2B sales, their technology solutions currently facilitate the entry, transmission, and tracking of over \$4 billion in yearly orders for more than 5,000 sales representatives in diverse industries including Apparel and Fashion, Equipment Supply, Food and Beverage, Furniture and Houseware, Gifts and Accessories, Lighting, Pet Supplies, Sports, and Outdoors and Toys.

The Challenge:

RepTime has its software and infrastructure running on-premises and were using 3rd party tools to visualize their sales analytics reports. Their on-premises reporting solution was used to generate reports for accelerating and improving decision-making capabilities, and for identifying market trends, increasing operational efficiencies, and forecasting business problems. RepTime migrated to the AWS platform to leverage its ease of use, ease of sharing, unlimited storage capacity, speed and agility, security and service reliability. They are using QuickSight in place of existing on-premises reporting tools.

The Solution:

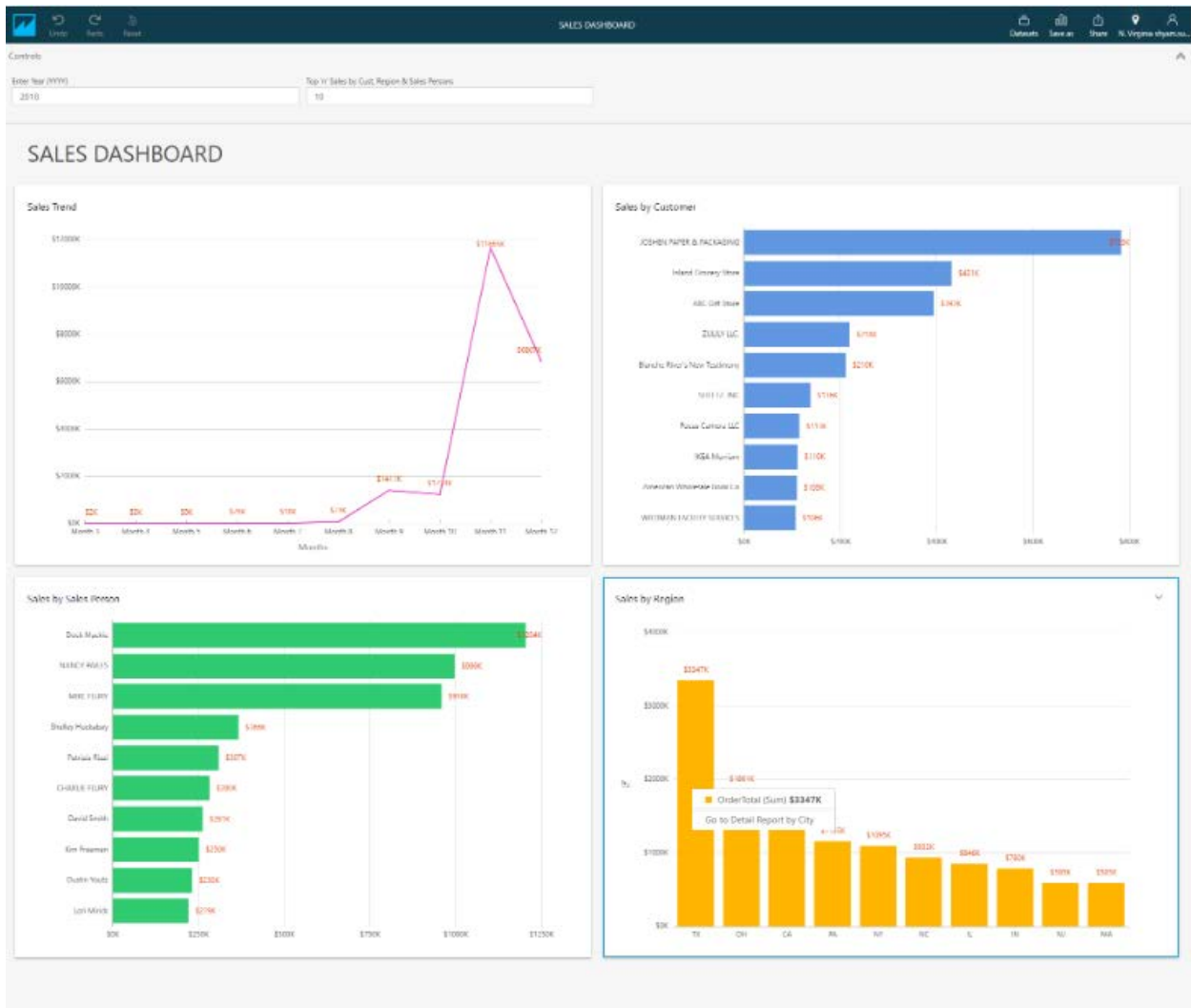
RepTime was looking for an analytical solution to help process the data they had available in AWS. Using Amazon QuickSight to generate key and complex reports, our solution took the report data and compiled it into dashboards for visualization and sharing with management and business users. The data is injected from multiple sources to AWS RDS using AWS Lambda function invoked via AWS API Gateway. This will help in scaling and ingesting the incoming data into RDS, along with the ability to process large amounts of complex data in an efficient way for analytical purposes. Amazon Web Services provides a broad set of managed services for data analytics. The below architecture explains the implemented data flow and visualization:



Currently, Amazon RDS is used as the dataset source, which suffices for reporting and analytical dashboard needs. A redesign using Amazon Redshift and AWS Glue is under trial for a complete enterprise analytical solution.

QuickSight Dashboard:

The customer had a business need for a comprehensive sales dashboard that comprised four different analyses: Sales Trends, Sales by Customer, Sales by Sales Person and Sales by Region. The dashboard solution we created uses dynamic filters (controls) for **Year** and **TopN** selections, and includes the ability to navigate to a related **Sales by City** report by clicking on the link in the **Sales by Region** analysis, as shown below.



Below is the **Sales by City** report, to which the user navigated directly from the Dashboard.

BillToCity	PONumber	OrderDate	OrderTotal
Austin	WAC21192	Jun 26, 2018	\$262.50
CARROLLTON	WAC211918	Jun 26, 2018	\$266.00
ABILENE	DOCK_PC_8	Aug 10, 2018	\$891.87
AUSTIN	502895	Aug 20, 2018	\$156.40
Houston	575484	Aug 21, 2018	\$483.00
Lewisville	WAC211922	Aug 21, 2018	\$423.00
Lewisville	WAC211990	Aug 21, 2018	\$1,354.00
Lewisville	WAC211991	Aug 21, 2018	\$2,146.00
Lewisville	WAC211992	Aug 21, 2018	\$221.00
WILMINGTON	WAC211911	Aug 22, 2018	\$257.40
GrandPré	WAC211921	Aug 23, 2018	\$171.00
Dallas	W11883980	Aug 30, 2018	\$891.25
HOUSTON	WAC211917	Sep 1, 2018	\$895.00
Dallas	WAC211923	Sep 6, 2018	\$254.00
Corpus	5478218	Sep 6, 2018	\$294.00
HOUSTON	WAC211916	Sep 13, 2018	\$1,424.00
HOUSTON	271462	Sep 17, 2018	\$254.00
Austin	W11883346	Sep 18, 2018	\$1,284.00
Houston	5581	Sep 18, 2018	\$895.00
Houston	5582	Sep 18, 2018	\$897.00
Dallas	WAC211915	Sep 21, 2018	\$12,222.00
Houston	5718880	Sep 21, 2018	\$261.00
Houston	5573	Sep 21, 2018	\$254.00
Houston	5575	Sep 21, 2018	\$255.00
Houston	5577	Sep 21, 2018	\$126.00
Houston	5578	Sep 21, 2018	\$277.00
Houston	5583	Sep 21, 2018	\$254.00
Houston	5582	Sep 21, 2018	\$255.00
Houston	5584	Sep 21, 2018	\$277.00
Houston	5585	Sep 21, 2018	\$462.00
Houston	5586	Sep 24, 2018	\$177.00

Realized Benefits:

With AWS, RepTime was able to achieve their vision of going global in days instead of years, scaling their business, reducing infrastructure costs, and attaining better performance and reliability. With TCO significantly reduced and time-to-market down to days instead of years, the company is now able to leverage quick business insights to help identify bottlenecks and improve the part of their core business that generates additional revenue streams from both retailers and manufacturers.

RepTime is benefitting from the combination of Amazon RDS and AWS QuickSight. Here are some highlights of this unique AWS analytical solution:

- Retire on-premises analytics tools, thereby reducing costs
- Quickly analyze large sets of data spanning multiple years
- Cost-effective data warehouse and analytics solution on the AWS Platform
- Ability to create reports on the fly, with the ability to use advanced filters on business parameters
- End-to-end dashboard that visualizes business growth and key business KPIs