



# AWS Case Study

## Sales Order Analytics Dashboard Delivers Enhanced Insights

### 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

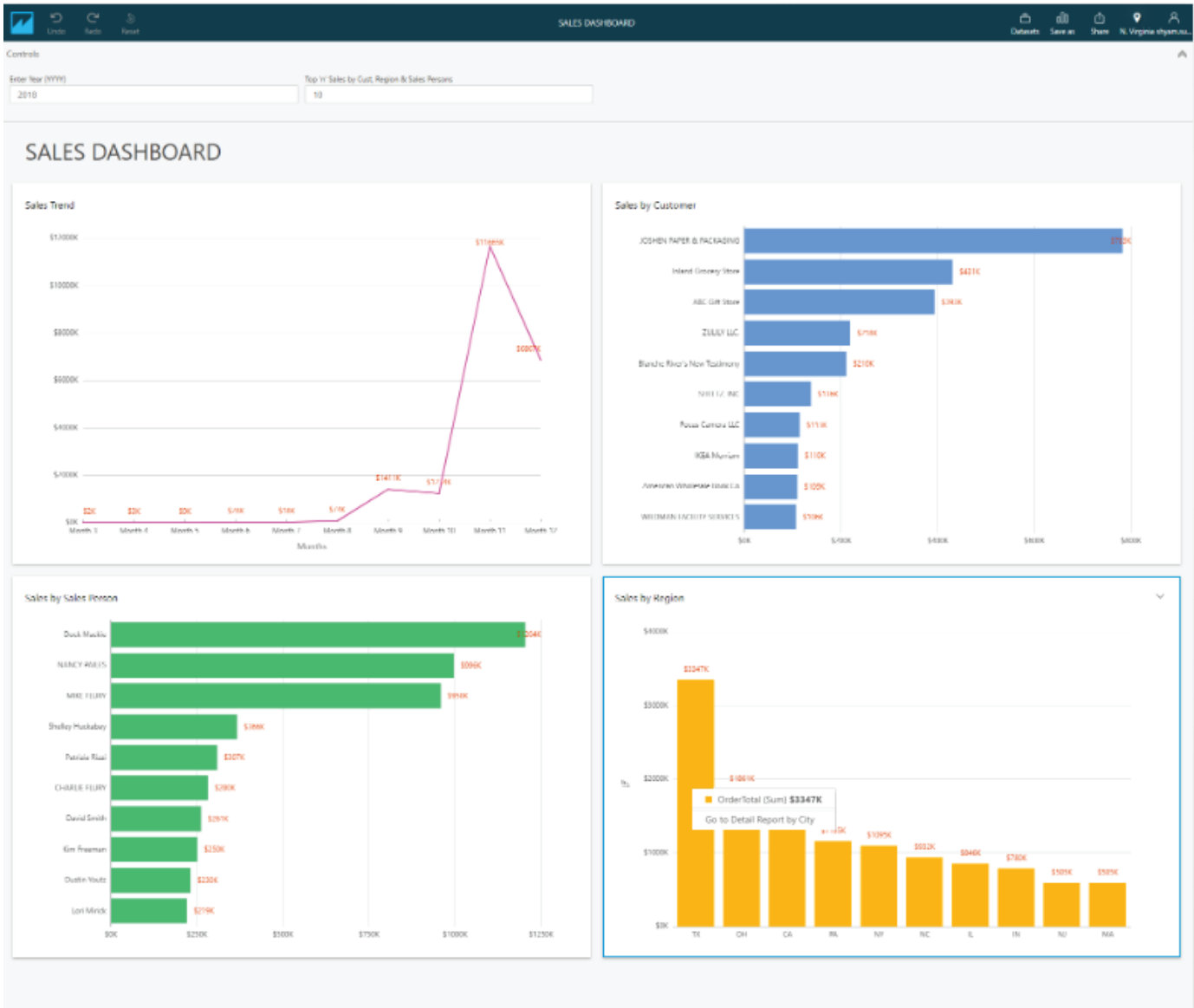
RepTime was looking for an analytical solution to help process the data they had available in AWS. Using Amazon QuickSight to generate key and complex reports, our solution took the report data and compiled it into dashboards for visualization and sharing with management and business users. The data 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	4162188	Jun 26, 2018	\$263.00
CARROLLTON	46221814	Jun 25, 2018	\$288.00
ARLONE	DOCK_PO_6	Aug 16, 2018	\$891.87
AUSTIN	52295	Aug 20, 2018	\$196.40
Houston	675484	Aug 21, 2018	\$443.00
Laredo	88221822	Aug 21, 2018	\$423.00
Laredo	88221880	Aug 21, 2018	\$1,894.00
Laredo	88221881	Aug 21, 2018	\$2,188.00
Laredo	88221882	Aug 21, 2018	\$221.00
ARLINGTON	88221811	Aug 22, 2018	\$257.40
GRANDPINE	40221822	Aug 23, 2018	\$171.00
Dallas	84182380	Aug 30, 2018	\$801.25
HOUSTON	4884L_PO_7	Sep 1, 2018	\$893.40
DALLAS	4281825	Sep 4, 2018	\$258.00
Corpus	7478218	Sep 4, 2018	\$284.98
HOUST	88221816	Sep 15, 2018	\$1,424.00
WICHITA	27340	Sep 17, 2018	\$234.00
Austin	402182340	Sep 18, 2018	\$1,284.00
Houston	5581	Sep 18, 2018	\$489.00
Houston	8025	Sep 18, 2018	\$887.00
DALLAS	4884L_PO_7	Sep 21, 2018	\$11,222.00
Houston	201880	Sep 21, 2018	\$261.00
Houston	8073	Sep 21, 2018	\$234.00
Houston	8073	Sep 21, 2018	\$292.00
Houston	8077	Sep 21, 2018	\$128.00
Houston	8078	Sep 21, 2018	\$217.00
Houston	8071	Sep 21, 2018	\$234.00
Houston	8022	Sep 21, 2018	\$292.00
Houston	8024	Sep 21, 2018	\$217.00
Houston	8080	Sep 21, 2018	\$423.00
Houston	4028	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

## NEXT STEPS

To learn more about how AWS and Keste can help your business, visit our partner page : <https://amzn.to/2TuTjXI>

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