

# COMPETITIVE ANALYSIS: SECOND GENERATION BUSINESS INTELLIGENCE FOR COMPETITIVE ADVANTAGE

An accurate analysis of competitors, based on updated data and a number of different parameters, represents a precious tool for a company's marketing. The business intelligence application created by Technology Reply for Fiat Group Automobiles automates the collection and organization of all data relating to Fiat registered vehicles worldwide, in order to feed a multi-dimensional model which will be complemented by a navigable dashboard featuring reports and different analysis possibilities. The application offers marketing users many interactive comparison options between automobile brands, models, markets, fuel etc. It is an automatic, integrated, fast tool which replaces a complex series of manual data extraction and processing performed on different systems.

## SCENARIO



Fiat is a large industrial group operating, for over 100 years, in the Automotive sector, by planning, manufacturing and selling cars, vans, tractors, agricultural machines, earthmoving machines, engines and parts for cars, production machinery and equipment. Within the group, Fiat Group Automobiles produces and sells lightweight cars and vehicles on the main markets, with the brands Fiat, Alfa Romeo, Lancia, Abarth and Fiat Professional, offering value services such as car loans and rentals.

### THE NEED

- Implement a new tool enabling the analysis and presentation of data relating to the sales of cars worldwide
- Better monitor and analyze the sale of all brands of the Group, as well as those of main competitors
- Extend such analysis to all the main Countries where Fiat Group Automobiles is present
- Make information available more rapidly, replacing the traditional manual data extraction from information sources and data processing on Excel sheets.
- Implement a simple and easy-to-use web-based system

## SOLUTION

Technology Reply created a "Competitive Analysis" solution, a business intelligence system which automates data collection related to sold items from some company's Datamart, channels them into one single Enterprise Model, allows both the navigation and analysis of such data through specific graphic dashboards and automatically produces a record book in PDF format having high-level graphics and layout.

### THE SYSTEM

Competitor Analysis is a dashboard enabling the analysis of car registration data according to a variety of analysis axes:

- Year /Month (from 2001 to 2008)
- Market Area (11 Market Areas)
- Market (total 29 Markets)
- Brand (70 Brands)
- Vehicle segment (12 Segments)
- Models (about 1000 models)
- Fuel & Body (type of fuel and number of doors)
- Sales channels (4 Channels)

The dashboard offers a number of theme analysis:

- Winners & Loser
- Best seller
- Trend analysis
- Ranking
- Mix Channel
- Mix Fuel e Body

*“We shifted from a Data Pull mode to an Information Push mode, giving the management a more comprehensive and easy-to-use analysis and report system”*

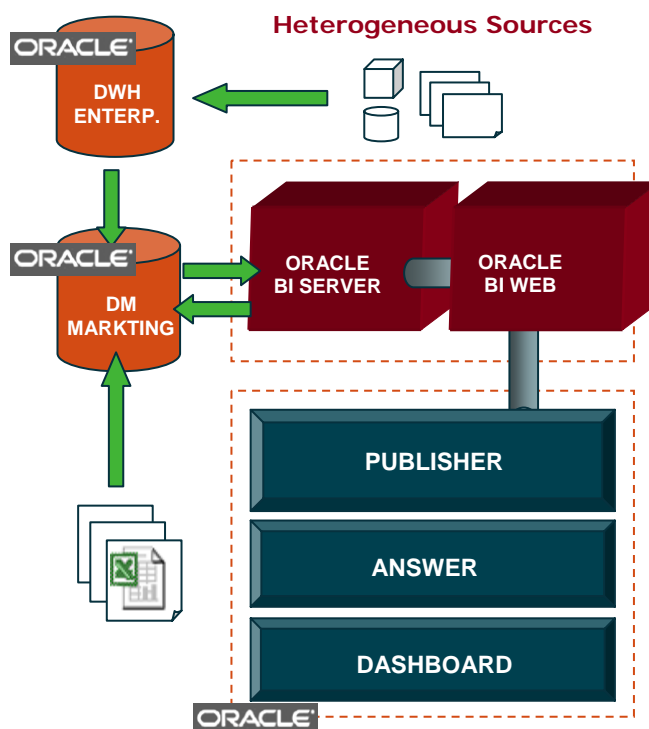
**Roberto Catto**

**Business Intelligence Manager of Fiat Group Automobiles**

#### THE TECHNOLOGIES

- Oracle Database 10g
- Oracle Business Intelligence Suite Enterprise Edition
- Oracle Interactive Dashboard
- Oracle Answers
- Oracle BI Publisher

#### THE RESULT



- Creation of *simple and easy-to-use dashboards* for navigation and data analysis
- The time required to supply managers with vehicle registration information has been *reduced by about 10 days*
- *More detailed analysis* relating to own sales as well as competitors' sales: not just per model but also per sales channels, fuel and body type etc.
- A state-of-the-art *record book* in PDF format offering tailor-made graphics and layout was made available to about 100 users.
- The total number of countries being analyzed increased from 5 to 32.

## REPLY VALUE

The system developed by Technology Reply enables users to concentrate on data analysis, leaving it up to the system to collect data and produce reports. Excel files are no longer used, thus reducing the danger of having different versions of the same data and minimizing errors incurred when copying data from original sources. Oracle BI Suite tools enable data navigation and analysis according to new dimensions and perspectives which were not possible before. The graphic output of reports produced using the new system is fully in line with company standards and reports are produced in a massive and automatic way.



Technology Reply is the company of the Reply Group specialized in ORACLE technology: besides being Oracle Advantage Partner, it has been beta site Oracle DB, partner and competence center on Oracle Collaboration Suite for years.

The Technology Reply mission is to support clients during their technology innovation processes by planning, developing and managing data dissemination and knowledge systems based on Oracle Internet Platform Track.

Technology Reply, thanks to its in-depth competence and experience, boasts a team of professionals, at clients' disposal, able to work on each phase of a system development: initial assessment, requirement analysis, definition of architectural choices, drafting of functional and technology requirements, as well as development, deployment and evolution of the systems that are being created.

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