

Spectrio Improves Sales Performance Visibility with iCharts



“Managing sales performance is key in any business. iCharts allowed us to leverage our existing NetSuite investments and significantly improve the performance of our sales organization.”

—Mitchell Keller
President, Spectrio

Company at a Glance:

Location:
Oldsmar, Fla.

URL:
www.spectrio.com

iCharts

Partner
iCharts

Location:
Sunnyvale, Calif.

About Spectrio

Spectrio is one of the nation’s leading all-inclusive audio/video marketing companies, handling everything from concept and installation to content creation, outstanding service and detailed reporting to ensure consistency in branding. Spectrio is headquartered in Oldsmar, Fla.

Challenges

- Time-consuming process to extract and manipulate in Excel.
- Lack of real-time visibility in the business.
- Limited flexibility in customizing reports.

Spectrio’s business model consists of many offerings, including on-hold messaging to overhead music and digital signage video displays, with different pricing schemes. The company needed the ability for its sales organization to segment and compare different revenue streams in real-time. Spectrio was using NetSuite’s saved searches to extract its sales data into Excel, where the information would be manipulated to create and distribute the reports to the sales team. This process was fraught with many issues. At every step of the way, the process was time consuming from extracting the sales performance data, importing it into Excel, then generating the reports and distributing them to the sales organization. At the same time, the Excel-generated reports were outdated the moment they were produced, meaning there was no real-time visibility into sales so it was very difficult for Spectrio to manage its business. Additionally, flexibility for business users to customize the reports to suit their needs was limited by the pre-defined Excel charts.

“iCharts has provided our organization with an easy-to-use and secure option to visualize our business. By leveraging our existing NetSuite saved searches, we were able to create our first interactive reports within hours.”

—Mitchell Keller
President, Spectrio

Solution

- Deployed fully-integrated iCharts solution.
- Leveraged existing investments in NetSuite.

By deploying the iCharts solution, Spectrio was able to significantly improve both the effectiveness and the efficiency of its sales performance management processes. The company leveraged its existing NetSuite saved searches to generate real-time sales reports that were fully embedded in their users' NetSuite dashboards.

Results

- Up and running in hours.
- Increased IT productivity.
- Improved sales performance visibility.

Spectrio was able to quickly realize significant benefits by getting up and running with iCharts in hours. By leveraging its existing NetSuite saved searches, Spectrio was able to create its first insightful and interactive reports within hours without the need for specialized resources. In addition, the company was able to increase its ongoing IT productivity by eliminating the resources needed to produce and distribute the sales performance reports via Excel and e-mail. Most importantly, Spectrio improved its sales performance visibility by providing its sales team with up-to-date, interactive and visually appealing sales performance reports.