Case Study

Providing **Modular Automation** with the management tools to **enable real-time data-driven** decision making

INTRODUCTION

At Idiro, we empower growth-oriented organisations with the capabilities and tools needed to make effective and quick management decisions that are driven by data and analytics to increase efficiency and productivity, thus helping companies integrate a data-driven approach within their ecosystem.

Modular Automation, founded in 1986, is a leading global automation partner providing end to end, bespoke and build to print solutions for the worlds most advanced medical and technology manufacturers. They have experienced rapid growth over the last few years.

To ensure the senior leadership and management team has the ability to make strategic decisions based on the latest internal data in a timely manner in order to maintain momentum, we designed a clear and intuitive suite of data visualisation dashboards which provide reports that reflect the current situation based on real-time data and are accessible on PCs and smartphones.

THE BUSINESS PROBLEM

Modular Automation has been using sophisticated IT systems, including a finance system and a bespoke ERP system. However, Vivian Farrell, CEO of Modular Automation, was acutely aware of the fact that the data in these systems was not being used anywhere near its full potential for management decision-making. This led to the realisation that there was a need to instil a data-driven culture, where almost all decisions are based on data, in order to increase operational efficiency and productivity.

IDIRO'S APPROACH

Understanding the overall business as well as the specific requirements of each department's needs was crucial to this project. Since this entailed a high level of interaction between Idiro and Modular Automation, we placed an Idiro consultant, with strong skills in Microsoft PowerBI, onsite for the duration of the project along with ongoing guidance and support from a senior expert consultant back at Idiro headquarters.

The first step in the process for Idiro's consultant was to work with the CEO to prioritise the objectives based on the greatest benefit and fastest implementation. The first two dashboards to be designed and developed covered Labour utilisation and Sales.

For each dashboard, the process was as follows:

1. Work collaboratively with stakeholders to understand the business need of each department
2. Identify the data needed for the dashboard
3. Prepare the data and develop required data structures for the dashboard
4. Design the dashboard (iterate with users as necessary)
5. When the design is agreed, build the dashboard
6. Test all elements to ensure the information is fully accurate and unambiguous
7. Review with stakeholders, signoff and handover

8. User training (this step often brought to light additional potential improvements to the dashboard)

Results

Idiro delivered a suite of management dashboards covering the following:

- Sales
- Production
- Procurement
- Finance
- Human Resources

Several reports were created to meet the needs of the Senior Leadership Team members including a profitability report that will be used to track real time progress of projects, with a focus on key factors such as labour and material utilisation, including the relevant margins.

The dashboards also deliver insights on converted sales and proposals which provide information on new and potential new business as well as provide an indication of future growth and potential risks.

Project managers can now track the progress of projects with ease and transparency as well as report on project performance in a uniform and standardised manner.

Because these data visualisation dashboards contain so much valuable and company-sensitive information, we can only show a cropped and redacted example of a dashboard below.

A redacted and cropped example of a dashboard

The Power BI software includes a capability to report on the usage of the dashboards, allowing the CEO to measure adoption of this important tool.

BENEFITS

Even before the completion of the project, Modular's CEO, Vivian Farrell reported that decision-making had been transformed, both at the managerial level and during day-to-day operations.

"In Modular we're always looking for ways of doing things better and smarter. We had an abundance of historical and live data on our projects that we wanted to fully utilise to help us understand our business better and inform our decisions. Partnering with Idiro means we are now leveraging the power of data to produce important insights, this has transformed how we make decisions about the future of our business"

Vivian Farrell
CEO, Modular Automation

FURTHER INFORMATION

If you require further information about this case study or wish to learn more about how Idiro can help your business exploit its data to increase revenue / decrease cost or manage your business better, please contact us at info@idiro.com.