



Oracle Customer Success – Inoapps

A CUSTOMER

CASE STUDY ▶

INOAPPS USES ORACLE BI TECHNOLOGY TO IMPROVE DECISION MAKING TO SUPPORT DOUBLING OF PROJECT ACTIVITY



With Oracle Analytics Cloud Service, we can gain insight into our sales pipeline to understand the resource profile we need for upcoming projects. This, combined with a greater understanding of our current projects, means we can make informed decisions based on hard data and actionable insight.

— Dermot Murray, Vice President Products Development, Inoapps

Inoapps Supports Extraordinary Growth in ERP Project Delivery with Business Intelligence from the Cloud

Inoapps is a leading, global Oracle Platinum Partner with offices in the United Kingdom, Asia and the US, delivering end-to-end solutions to our customers using a wide range of Oracle applications and technologies. Founded in the United Kingdom in 2006, Inoapps has rapidly expanded to meet the needs of an increasingly diverse customer base around the world.

Inoapps provides implementation consultancy services to customers from a broad range of industry sectors, including energy, engineering, construction, financial services, supply chain, and government.

The Challenge

- + Support rapid company growth and increasing business complexity by providing detailed insight and analysis into project delivery operations across multiple geographies and business units
- + Provide managers with rapid access to business-critical information —such as project costs to date, delivery consultant utilization, and business unit forecasts — to enhance operational decision making and business agility
- + Improve the reliability of data used for management reporting — previously pulled from various sources, difficult to amalgamate, and frequently error-prone and out of date —so that managers can make strategic decisions based on solid actionable intelligence

- + Strengthen external relationships and market knowledge by providing Inoapps with a single view of customers — historically difficult to compile due to different customer data being held in different systems, and because customers engage across multiple different project workstreams separately under the corresponding lines of business

The Results

- + Supported rapid company growth —nearly doubling projects and staff numbers year-on-year —by deploying Oracle Analytics Cloud Service to transform business insight and operational efficiency across more than 300 concurrent IT projects conducted by over 200 delivery consultants

- + Increased business agility by providing more than 60 project, finance, and account managers with instant access to operational data across all time zones, enabling them to make faster decisions and rapidly take effective action to ensure customer projects are delivered on time and within budget
- + Saved thousands of dollars per month by providing near immediate access to reports for monthly management meetings which previously took a team up to four days to prepare
- + Boosted management meeting productivity thanks to the ability to navigate, interrogate, and discuss up-to-date information such as consultant and technology utilization, business unit forecasts, average daily revenues, and performance against budget—enabling the team to rapidly and confidently make data-driven decisions instead of arguing about the validity of figures from multiple sources and basing decisions on gut feeling
- + Provided in-depth forecasts of growth and margin for each business unit and country of operation for the next five years to significantly facilitate strategic decision making —enabling Inoapps senior management to confidently open new international offices and recruit and train staff to ensure sufficient technical and functional skillsets to meet customer demand

Gained a single view of customers—detailing all current and previous projects in addition to payment history and future pipeline—enabling Inoapps managers to see the overall profitability and value of each customer and build closer relationships

- + Ensured the accuracy and reliability of management information thanks to a single data source which is updated every four hours—a significant improvement over previous reporting system where managers were working from data which was sometimes weeks old
- + Improved budget controls thanks to the ability to analyze individual expense items across projects and geographical territories, empowering Inoapps to leverage economies of scale with frequent suppliers such as airlines or hotels
- + Provided managers with detailed insight into performance across the company by business unit, region, or customer market, with the ability to drill down into individual projects, analyze sales pipelines, and compare actual to budgeted costs—impossible with previous reporting tools
- + Empowered staff to create their own dashboards on the fly and conduct ad hoc analyses in minutes thanks to Oracle Analytics Cloud Service’s self-service area and visual analyzer component—enabling managers to rapidly find answers to questions that would not have previously been possible without significant time and effort
- + Ensured swift phase one rollout and employee adoption thanks to Oracle Analytics Cloud Service’s ease of use and intuitive interface, and delivered rapid expansion of scope in subsequent phases to include service management and sales team dashboards and a range of key performance indicators across each business area



As an Oracle Partner with deep Oracle Analytics Cloud Service experience, we see first-hand the operational improvements that it drives. Deploying it for our own business has enabled us to increase our expertise and demonstrate to our customers what is possible with business intelligence.

— Ally Rule, Chief Financial Officer, Inoapps

Execution

Inoapps conducted the deployment using its own Business Intelligence implementation team. It opted for a phased, incremental implementation using a rapid application development approach which provided great deployment flexibility, and the first set of dashboards were up and running within days from contracting.

The team began by integrating the sales pipeline data, and subsequently added incremental data sets into the data model, such as timesheets, human resources, and forecasting information, creating dashboards around the newly-integrated intelligence. The implementation journey continues thanks to Inoapps’ continual development cycle—with its business intelligence team identifying, developing, and testing new functionality to offer fresh and innovative insights into its own as well as its customers’ businesses.

About Inoapps

Headquarters



London,
United Kingdom

Employees



250

Annual Revenue



Under
US\$100 million

Inoapps provides a local service based on trust, quality, and value for money, which harnesses the correct blend of industry experience and technical know-how, along with 24-hour access to technical experts. The company’s success has been recognized with numerous industry awards, and the organization recently achieved the status of Oracle Cloud Partner of the Year 2018/19.