

*"Global Software's Executive DASH™ has made for a much more productive work force here at Draka Elevator Products. Not only are we happy with the product, but also with Global's outstanding customer service."*

## LISTEN TO OUR CUSTOMER

"Executive DASH has provided a more user-friendly method for retrieving data. The interface time with the product is minimal and the final report is built for you in a matter of minutes.

"I find that employees at Draka are comfortable with the product. In fact, when we spent half a day training at Global Software's headquarters, employees immediately took a liking to the product. I think they felt a sense of comfort knowing that they would be working with a familiar Excel spreadsheet environment. The initial intimidation of having to familiarize yourself with a new technology seemed to dissipate.



"My staff's favorite feature of Executive DASH is the fine details it provides in the report. It grabs specific information rather than just providing a general summarization. It really drills down on details which make for a solid report. It is important to give our customers the best information that we can provide. Executive DASH lets us do just this.

"Another element of the Executive DASH product that employees really appreciate is the Distribution Manager, which allows us to distribute reports to the sales team via email in a matter of seconds. The sales team is thrilled with this turnaround time as this allows them to get AR reports to customers in a more timely manner.

"Global Software's Executive DASH has made for a much more productive work force here at Draka. Not only are we happy with the product, but also with Global's outstanding customer service. They offer great support to our team when we need it; another great reason we chose to work with them."

— Susan Price  
Systems Analyst  
Draka Elevator Products (Rocky Mount, NC)

## SITUATION:

Draka Elevator Products is an industry leader in providing wire and cable solutions for unique applications. They offer an impressive portfolio of over 25,000 wire and cable configurations, plus an infinite number of highly engineered cables that can be created to meet any specification. The company's wire and cable solutions have made a difference throughout a wide range of markets, including: commercial, industrial, defense, elevator, utility, fire protection, communication, transportation, marine, oil, and natural gas.

## STRATEGY:

Draka's decision to turn to Global Software's Executive DASH arose due to a lack of functionality and antiquated methods previously used for executing their enterprise reporting. Draka was looking for a more sophisticated tool when it came to the management of their queries. The company became eager to begin the upgrade to the real-time Microsoft® Excel-based Executive DASH application when they were introduced to the product through a 'live' tour. In September 2004, Draka employees began using Global Software's Executive DASH and saw significant improvements in their financial reporting.

## RESULTS:

Using Executive DASH, Draka has been able to provide real-time business intelligence to their sales department. Draka's remote sales team can retrieve specialized reports suitable for presentation to prospective customers. The data is presented in an Excel spreadsheet making it easier for the sales team to work with. In addition, the information provided in this spreadsheet is more precise and streamlined for better decision making. Prior to using Executive DASH, the entire reporting process averaged 45 minutes per day. This process has now been decreased to just 5 minutes per day.

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