

Case Study

Mid-Market Cleaning Products Distributor to Large Store Chains



Business Problem:

- Family run business, deeply troubled, with lack of insight to the fundamentals of the business

Results

- In days, Oco delivered visibility to business information, giving the bank confidence to continue support
- Today, Oco is used for reporting on distribution through multiple channels, and vendor and inventory management
- New owners have turned profit and continue to improve all aspects of growing business

This mid-market distributor of cleaning products was losing money and trying to stay afloat in the highly competitive CPG industry. Inefficient manufacturing and inventory management had brought the company to the brink of insolvency. When an outbreak of the avian flu threatened the supply chain, a turnaround expert was brought in as a last resort to save the company.

Within days of loading data into the Oco warehouse, information was available that previously could not be obtained. There was visibility to sales by customer, product and distribution channel, and new inventory and supplier reports enabled better decision-making to cut costs. By the end of the first week working with Oco, the bank was convinced to extend credit for an additional 60 days. The turnaround CEO felt so confident of the company's prospects, which he now could see with Oco's reporting and analytics, he purchased the company from the previous owners.

Today, the company uses Oco for comprehensive reporting in many areas of the business including financials, customer service, inventory management and sales. The company has improved its profit margins and continues to improve all aspects of their growing business.

About Oco, Inc.

Oco is a leading provider of Software-as-a-Service (SaaS)-based business analytics solutions. The company provides complete BI solutions to customers such as Casual Male, Dunkin' Brands, and Welch's. Oco's unique business-centric approach to BI helps companies solve targeted business issues, achieve payback within 90 days and triple their return on investment. Leveraging a library of best-practice analytics, pre-built data models, and patented technology, Oco's SaaS-based solutions are delivered in a fraction of the time, at a fraction of the cost of traditional solutions, with fewer IT resource requirements than traditional approaches. In addition to its own product portfolio, Oco also offers an on-demand BI solution through its partnership with SAP BusinessObjects. Oco was founded in 1999 and its headquarters are in Waltham, Mass. More information about Oco can be found at www.oco-inc.com.