



EVEN AFTER TEN YEARS, **ROLAND** STILL FINDS
NEW WAYS TO MAKE DIVER WORK FOR THEM



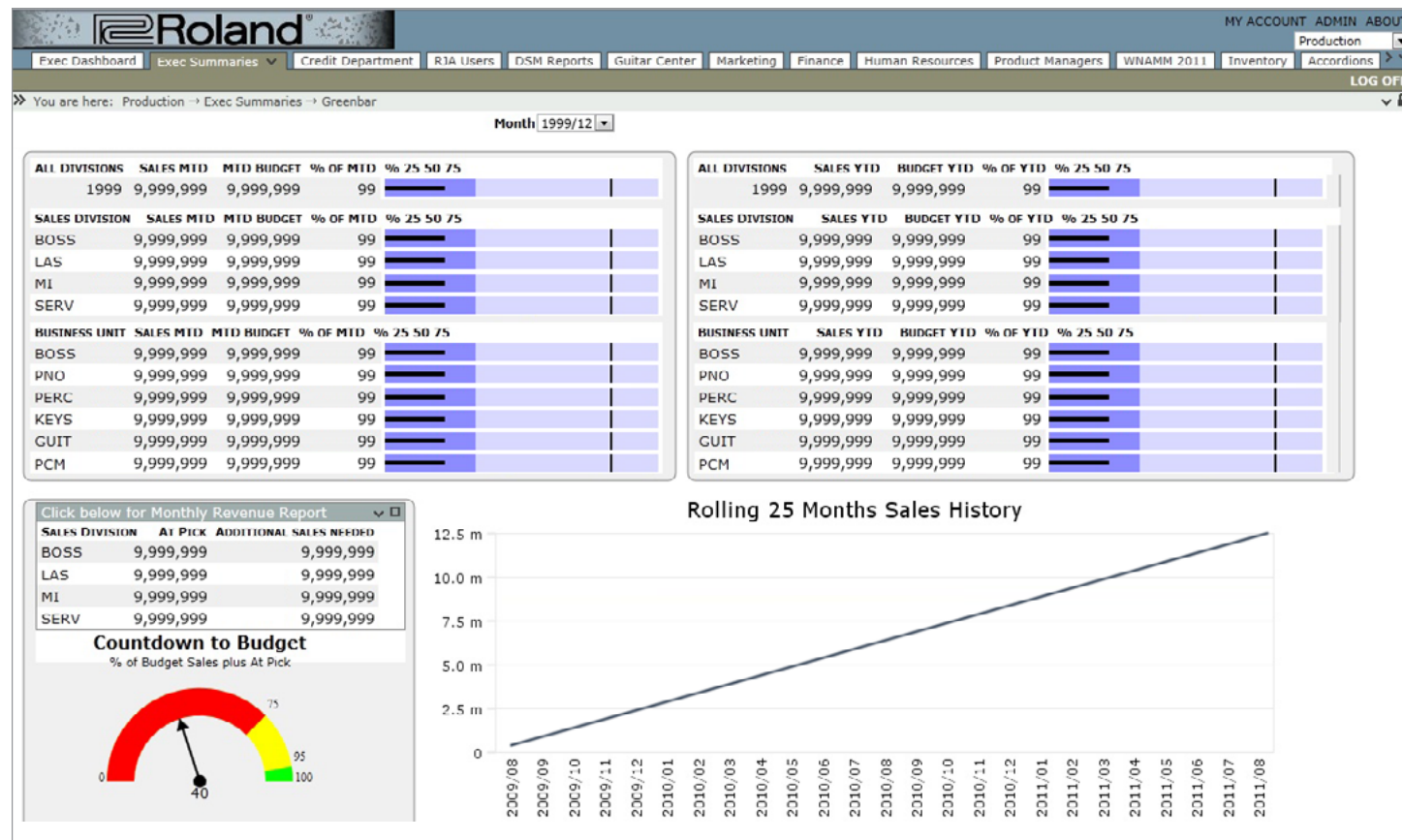
***PROFILE:** The Roland Corporation is one of the largest manufacturers and distributors of musical instruments in the world, with over 3,000 employees. Founded in 1971, Roland supplies musical instruments to nearly two dozen countries and generates revenues in the hundreds of millions of dollars. Roland Corporation U.S., Roland's U.S.-based arm, markets and distributes to the US, Mexico, Central and South America from their US headquarters in Los Angeles.*

Even after 10 years as a client of Dimensional Insight (DI), Roland Corporation U.S. (Roland) continues to find new ways for The Diver Solution™, Dimensional Insight's integrated BI platform, to help them meet their needs. Thanks to Diver's inherent flexibility,

Roland is continuously evolving new solutions for a changing marketplace. These solutions—executive dashboards, sales analytics, market rating tools, reporting tools, and others—help Roland build relationships, focus resources, and improve profitability throughout their business.



DATA → INSIGHT → ACTION



▲ WITH DIVER, ROLAND CAN VIEW THEIR SALES BY DIVISION OR PRODUCT, AND REVIEW THEIR SALES HISTORY.

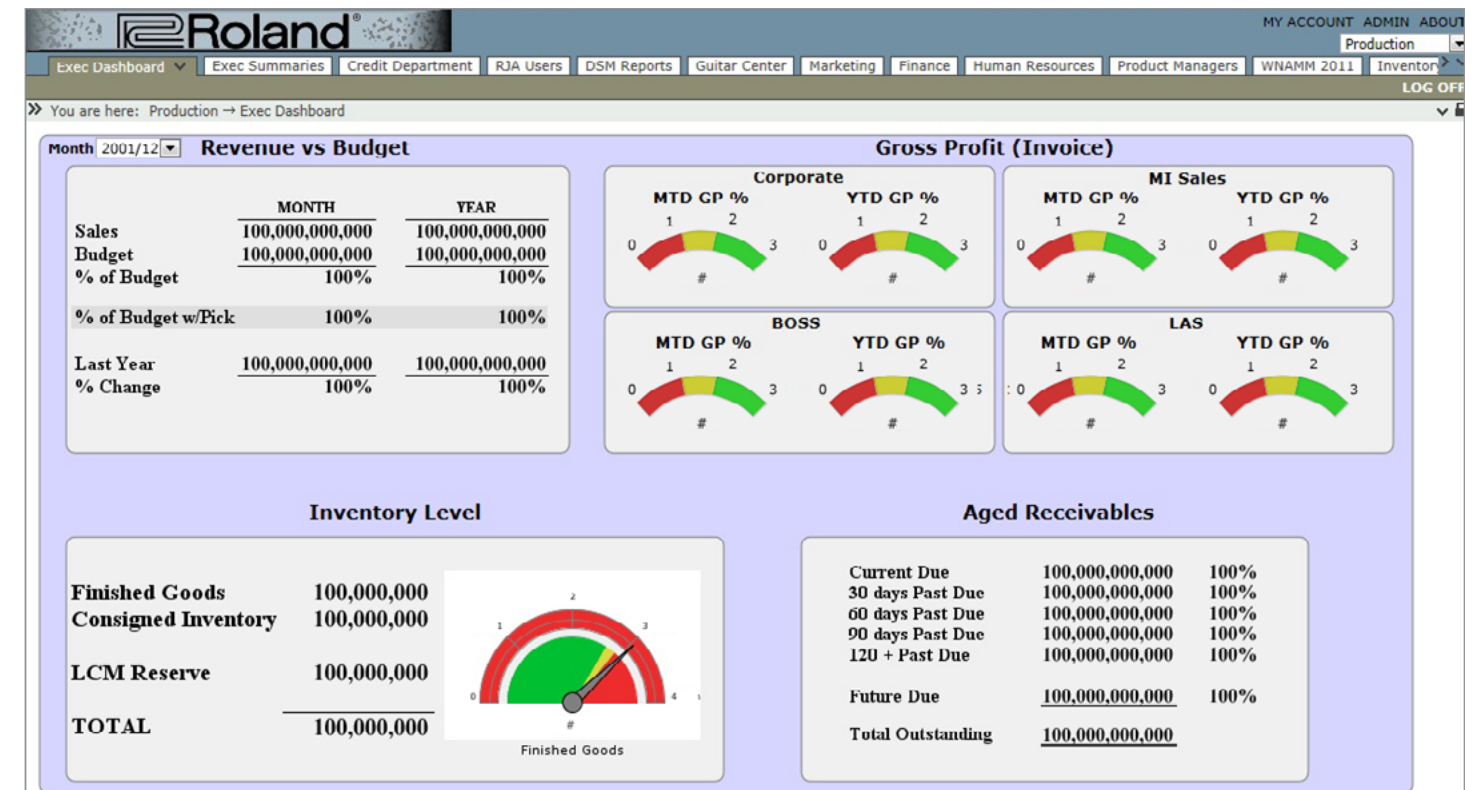
The last decade has seen rapid change in the American market for musical instruments. Once the domain of family-owned and boutique music shops, musical instruments are often now sold through major retailers—online, like Amazon.com, or big box stores, like Guitar Center and Best Buy. In light of these changes, Roland needed to determine which of their sales strategies and partnerships were still successful and which needed to be overhauled or eliminated.

ROLAND'S BI SOLUTION

At the beginning of the 2000s, Roland captured sales, inventory, and finance data in their ERP system, but used Microsoft Excel® spreadsheets to manipulate and present that data, many times manually copying data from proprietary tools and spreadsheets. The limits of some of these tools and the difficulty sorting data across

Excel files made obtaining a comprehensive picture of the company's status incredibly time-consuming and not always accurate. Different parts of the company worked with different data streams, and often developed separate and sometimes contradictory strategies. To resolve these issues, Roland looked to the most trusted name in Business Intelligence, Dimensional Insight.

Roland initially used Diver as an operations tool, but their business environment has changed significantly—the number of retail outlets in the U.S. selling musical instruments fell from over 10,000 in 2000 to approximately 7,500 in 2010. Thus, Roland has expanded its Diver usage into accounting and sales analytics, and plans to continue the expansion into other departments. As Roland's JSOX Compliance Manager Kim Wright, notes, "It's easy to recognize what a powerful tool Diver is. Once a department gets into it, they understand it and they can utilize it, thus understanding the true value."



RETURN ON INVESTMENT

Roland has always enjoyed a significant return on their investment with DI. When Roland needed to streamline their sales process due to the ongoing economic downturn, they began using Diver to capture and analyze ROI information for smaller retail outlets, determining their profitability and whether discount programs—such as free shipping and easier payment terms—have a net positive effect. Because they often communicate with small retailers through external sales specialists, Roland is learning whether internal sales people can work effectively with these retailers to keep sales rates steady while reducing costs. Chuck Wright, Roland's Vice President of Operations, is confident that Roland will meet these goals and credits Diver's embedded analytics capabilities as the main reason.

Big box retailers are changing the market. They have more outlets and a larger market share, which means they operate on tighter margins and represent less profitability per unit sold than their smaller competitors. To work effectively with these partners, yet preserve their profits, Roland needs to identify potential supply chain inefficiencies. For example, Roland uses Diver to analyze changes in shipment size from month to month. Using their forecasting tool, Roland might find a single retail outlet is requesting a shipment of 300 guitar effects pedals in a single month instead of the usual 50, but only with Diver can they analyze their data and determine whether the product is really "taking off" in that area or if the request is an anomaly caused by older requests all being filled at the same time. Without Diver, Roland might guess wrong and find itself with a glut of guitar effects pedals filling warehouses and blocking more profitable products.

▲ DASHBOARDS PROVIDE AN EASY TO ASSIMILATE SUMMARY OF ACTIONABLE INFORMATION, INCLUDING AGE OF RECEIVABLES.



Diver also gives Roland users easy access to sell-through data provided by retailers, showing what inventory has been sold, how much inventory is on hand, and what is being returned to Roland, along with the gross and net sales for each outlet. With the data, Roland helps their financial partners, like GE Capital, perform “floor checks,” tracking which retailers used GE financing to purchase their stock of Roland merchandise and assessing whether the percentage of the financing paid back is in proportion to the retailer’s sales, incoming revenue, and remaining inventory. To conduct these floor checks, Roland created a Diver Model set to capture the data their partners needed. Although Roland’s use of Diver did not eliminate the need for GE as a partner—Roland is not a finance company—Roland is now able to take on most of the tracking functions of the floor check while GE focuses on the financial data.

MORE EFFECTIVE MARKETING

Roland is learning to better integrate sales data with marketing information to create effective sales analysis tools. Roland has recently implemented an Executive Dashboard summary tool. Made available through The Diver Solution’s web portal interface, DivePort, the Dashboard provides a real-time visual summary of key data, including sales month-to-date compared to year-to-date, sales within key business units, inventory levels, and accounts receivable data. Users are provided with four snapshots of key real-time data. They can then “dive” into the Dashboard data, giving them autonomous analytic and reporting power over real-time data without the need for IT support, enabling immediate assessments and flexible, just-in-time decision making.

ABOUT DIMENSIONAL INSIGHT

Dimensional Insight is the leading provider of integrated BI and performance management solutions that empower information consumers throughout the enterprise with data-driven decision making capabilities. DI’s cost effective information delivery platform rapidly delivers performance dashboards, self service reporting, ad hoc analytics, and data integration capabilities to support any technical or user-defined BI requirement. With Dimensional Insight, organizations are able to immediately realize the benefits of next generation BI tools and better manage the total cost of ownership of their BI applications.

“IT’S EASY TO RECOGNIZE WHAT A POWERFUL TOOL DIVER IS. ONCE A DEPARTMENT GETS INTO IT, THEY UNDERSTAND IT AND THEY CAN UTILIZE IT, THUS UNDERSTANDING THE TRUE VALUE.”

- KIM WRIGHT,
JSOX COMPLIANCE MANAGER, ROLAND

REPORTING AND COMPLIANCE

Financial reporting was once performed by copying data from Roland’s Enterprise Resource Planning (ERP) tool, furnished by International Business Systems, into Microsoft Excel™ spreadsheets. The passage of Sarbanes-Oxley in 2002 made reporting requirements much more extensive, needing a much more flexible tool. Enter Diver, which made it easy to pull data from the ERP databases and automate reports, so that Roland’s accounting department could more easily meet the Sarbanes-Oxley requirements. Thanks to Diver, Roland avoided having to increase payroll costs to meet the stringent tracking and reporting requirements defined by Sarbanes-Oxley.