Taurus Software
Indiana Botanic Gardens Release
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Indiana Botanic relieves reporting bottlenecks with Taurus Software Business Intelligence Solutions

Redwood City, Calif. – Indiana Botanic Gardens, the nation's largest seller of herbs by mail, boosted productivity and effectiveness by unlocking production data for non-IT users.

"It began with a push from certain departments within our organization that wanted the ability to retrieve information out of our production Ecometry environment in a way that made sense to their specific needs," said George Golfis, Director of IT for Indiana Botanic Gardens. Since Indiana Botanic started using Ecomedate Analysis Suite, Golfis stated that "The speed of information acquisition has improved significantly and so has the way we're able to view different aspects of the business, especially 'what if' scenarios."

Ecomedate Analysis Suite from Taurus Software provides a flexible interactive query environment that allows users to unlock the data in their production databases and translate it into an easy-to-use format. Information can then be used for charts and reports, as well as other analysis applications for timely decision-making.

Changing the way decisions are made

At Indiana Botanic Gardens, the benefits to using Ecomedate Analysis Suite are not limited to the IT Department. "It allows me to pull exactly the data I need from Ecometry quickly and when I need it – without putting in a request to IT and waiting until they are able to produce the report," said Cathy Bilderback, Fulfillment/Inventory Manager for Indiana Botanic Gardens. "It's also easier to export to Excel."

As a result, Cathy has been able to respond to supervisor requests for special reports within days, which without the Analysis Suite would have taken weeks to produce. A recent example was when Cathy was asked for data comparing different shipping methods based on package size to determine the impact of an increase in shipping rates.

"In just a few days, I was able to produce a pivot table that not only included the packages I wanted to compare, sorted by zone and weight, but it also allowed me to add the new rates and compare the actual cost of making changes to our ship methods. It would have taken weeks and been an inconvenience to produce the same report by manually inputting the data," she said.

With Ecomedate, Cathy has also been able to develop queries that are specific to her own department and as a result supply management with timely data quickly, track down and solve errors made by fulfillment employees, and allow the inventory team to perform spot checks of inventory, raw materials, and components more quickly.

Gaining a new perspective

"Our team is looking at things very differently," said Golfis. "From the warehouse to the call center and from the wholesale sales department to marketing, people are able to unearth certain information that they couldn't easily obtain before."

As a result of Analysis Suite's "4M" approach – moving, mapping, measuring, and managing data – Indiana Botanic is able to identify revenue generating opportunities including segmenting customers and changing the sales approach accordingly, measuring the success of certain programs and promotions, and determining the impact of changes and responding based on the results.

"The use of Ecomedate in the organization is evolving because many departments have been quick to find ways of using it. Even where IT is still involved, we find that with Analysis Suite we're not only able to improve speed significantly, but we're also able to provide information that simply wasn't available before," Golfis said.

About Taurus Software

Since 1987, Taurus Software has been "Making Data Liquid" by offering an entire range of solutions that include: DataBridger, application-specific data models, and Analysis Suite, a powerful analytical and reporting toolset. Taurus is a member of the HP e3000 Transition Partners Program and has technology partnerships with DirectTech, Quest Software, Lund Performance Solutions, Escalate Retail, Orbit Software, Pathway Pacific, DST Health Solutions and Acumium.

About Indiana Botanic Gardens

Since its founding in 1910, Indiana Botanic Gardens has earned the respect of millions of customers. The company is the world's largest seller of herbs by mail

including product herbs, vitamins and other nutrient supplements as well as bulk herbals. While Indiana Botanic Gardens has a retail store in Hobart, Ind., the bulk of the business is derived from catalogue mail order sales directly to consumers or through wholesale and affiliate businesses.

For more information

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