Case Study - Sun Bum™ Unleashes Power BI

Summary

Results with Power BI:

- Organization wide data access
- 25 hours a week saved
- 95% Reduction in ad hoc reporting

"Power BI has been a tremendous tool for us and our organization has benefited greatly from it since it's implementation."

*- Danny Tussy,
 Sales Director*

The Leading Edge of Technology

Sun Bum™ has become a household name. To get to where they are took a ton of hard work and perseverance as well as a killer line of products. In 2010 they started creating some of the best sun care, hair care, and lip care products and have since grown to a multi million dollar operation.

While success is nice, the people at Sun Bum™ understand that to stay successful you have to keep growing and evolving. That means looking at every business software available to you to see if it can further your mission. That is when Sun Bum™ was introduced to Microsoft Power BI.

Microsoft Power BI is a suite of business analytics tools that deliver insights throughout your organization. Allowing you to connect to hundreds of data sources, simplify your data prep, and drive ad hoc analysis. It lets businesses use the data they collect every day to produce beautiful reports, then publish them for the entire organization to consume on the web and across mobile devices. Everyone can create personalized dashboards with a unique, 360-degree view of their business.

Sun Bum™ knew they were collecting mountains of data but really didn't have a way to collect, sort, and view it effectively. With Power BI, there was an opportunity to get a deeper look at exactly how the company was performing and pinpoint places for growth.

Putting Data in the Driver Seat

Data drives the performance of every business. This is why it was crucial for the people at Sum Bum™ to gather as much of that data as possible and filter it into a format that was digestible and easy to understand and manipulate. Even more importantly they needed the data in the hands of those that needed it, not just a couple of people.

One of the major advantage of implementing Microsoft Power BI is the ability to share reports and let team members filter them to get exactly the data they need to see when they need to see it. They can also save those filters, making it even easier and faster to retrieve a report the next time it is needed. And those reports can be viewed from almost anywhere thanks to the plethora of ways Microsoft has enabled for viewing Power BI data.

With nearly all of the previous business intelligence software, you had to be on your companies network to access your reports. Those days are long gone.

The Sun Bum team™ can now access their reports safely and securely from anywhere they have a device with a browser and internet access. This is made even easier with the Microsoft Power BI mobile app, designed for a seamless mobile experience. As an added bonus, Microsoft has added the ability to embed reports in their Teams platform. This has introduced a whole new way to organize and present data to individual groups inside an organization.

With all of the data consolidation, accessibility options, and individual access, Sun Bum™ has been able to create a single source of truth for their entire organization. With Microsoft Power BI their data is in the driver seat, giving them more time to put back into growing the company with the most accurate and up front reports possible in an easy to use and understand format.

The Results

We can go on all day about the benefits and features of the software, but who better to tell the story than the customer.
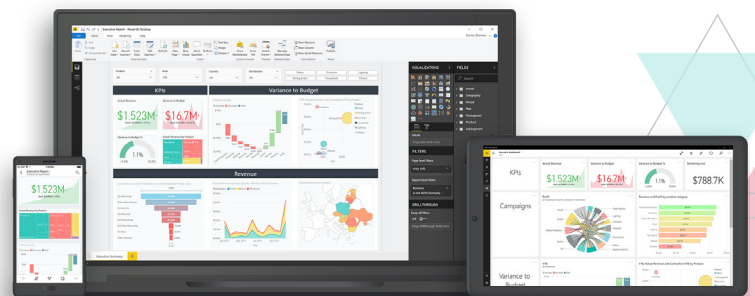
"Power BI has been a tremendous tool for us and our organization has benefited greatly from it since it's implementation! Since building out our suite, we have seen ad hoc reporting request diminish by 95%. Freeing up 25 hours per week of productivity! Our various reports give the entire organization a single source of truth with immediate accessibility. We are excited to further develop and utilize Power BI as our business grows."

- Danny Tussy
Sales Director | Sun Bum™

So there you have it. A 95% reduction in on demand requests for data freeing up employees to focus on their work and empowering them to access the data they need without the back and forth, waiting for a response. That is 25 hours per week that can be used to develop plans on how to better the company, improve other processes, and ensure that you are moving forward.

The bottom line is Microsoft Power BI makes businesses more accurate and effective. It opens up new avenues of reporting with data you may not even know you had. So what are you waiting for?

If you would like more information on Microsoft Power BI, would like to schedule a demo, or need licenses please reach out to us at 855.913.3228 or send an email to info@altavistatech.com and someone will reach out to you within one business day. At Alta Vista Technology we take pride in being part of your solution.

In 2010, Sun Bum™ started making products to protect their friends and family from the sun. They don't use focus groups, make decisions in a boardroom, hide ingredients or make bogus claims. They're just a group of friends who know what works and what doesn't, and they're happy to share it.