



# T3 MICRO

AN ACCELERATED ANALYTICS CASE STUDY

**Executive Summary:** In early 2012, T3 Micro sought a solution to aggregate and analyze their POS data so that they could optimize product inventory, identify trends, and strengthen relationships with their retailers. In April 2012, T3 Micro connected with Accelerated Analytics and found the solution they were looking for.

**Challenges:** The corporate culture at T3 Micro is, among many other characteristics, very collaborative and numbers-focused. Prior to working with Accelerated Analytics, their POS data collection, reporting and analysis process was challenging and didn't promote collaboration - everyone was working in a silo. Comparing product sales year-over-year was a daunting task and visibility into key metrics like product trends, store-level inventory and geographic market strength was poor, if it even existed at all.

T3 has revolutionized the world of hair styling with an award-winning collection of pioneering tools. They use state-of-the-art engineering to create smart products that actively nurture hair and streamline the styling process. Their aim is to empower women to look and feel their best, and to give stylists the tools to excel in their art. T3 Micro gains visibility and promotes collaboration with Accelerated Analytics.





## **T3 MICRO HAD FOUND A ROBUST SOLUTION TO TAKE ON THEIR MULTI-TEAM DATA NEEDS...**

The Accelerated Analytics tool met T3 Micro's needs by providing a robust solution that allowed multiple teams at T3 Micro to evaluate key item and retailer metrics quickly, share the data across several teams, and make informed decisions.

"We wanted to be able to organize and analyze our POS data and make better decisions as a result, and Accelerated Analytics has been able to help us do that," said T3 Micro's Director of Sales Daryl Thomas.

## **ACCELERATED ANALYTICS' TOOL CONTINUES TO PROVIDE VISIBILITY INTO POS DATA AND PROMOTES COLLABORATION...**

The T3 Micro sales and marketing teams run the scorecard report each week and distribute it across departments and to T3 Micro's management.

And, the Account Managers conduct bi-weekly meetings to review trends across retailers and at the item level. "If we're seeing that an item is down, then perhaps we need to make it a greater focus in our marketing and PR efforts.

And if we're trending up, it's just as important to understand why," said Thomas. T3 Micro also relies on the data and insights provided by the Accelerated Analytics tool to start conversations with and strengthen relationships with their retailers.

"Without this visibility, I'm not sure how we could address our retailers' needs," commented Thomas.

“One of my favorite reports is the geographic heatmap. We have an idea about beauty markets, but it's interesting to compare our ideas to what the map shows us. That report has been very useful for us.”

**Daryl Thomas**  
**Director of Sales**  
**T3 Micro**



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