

WM BARR

AN ACCELERATED ANALYTICS CASE STUDY

Executive Summary: W. M. Barr was struggling to make sense of their POS data. There was no standardization for collecting and analyzing POS data across retailers, nor a means to create that solution internally. As they researched options to outsource the project, a mutual connection referred Accelerated Analytics to the team at W. M. Barr. They looked at other solutions but ultimately the relationship and trust created by the referral sealed the deal. W. M. Barr has been a loyal customer since 2008.

Challenges: At the time, W. M. Barr's biggest accounts were The Home Depot, Lowes and WalMart. Internally, a different person was looking at the data for each of those retailers and they weren't all getting the same information or looking at it the same way. The team at W. M. Barr knew that the process needed to be streamlined so they could compare apples to apples.



Founded in 1946, W. M. Barr & Company Inc. is a market leader in specialty cleaning products, serving both consumer and industrial customers in the home improvement, household and automotive industries. Today, they are the largest national manufacturer of solvents, removers, fuels, cleaning and surface prep products. W.M. Barr saves time and increases sales with Accelerated Analytics.





A GREAT PARTNER...

Accelerated Analytics provided W.M. Barr with the reports and analysis they needed to compare data across retailers while driving sales. "It was like fate," says Sales Analyst Rabia Manning, "we were very drawn to Accelerated and it's been a great relationship!" In fact, with Accelerated Analytics, W. M. Barr was able to decrease their time spent in placing an order by 98.6%.

INVALUABLE CUSTOMER SERVICE AND EASE OF USE...

With the reports and analysis from Accelerated Analytics, the team at W. M. Barr knows what works and what doesn't. Currently, The Home Depot carries 99% of W. M. Barr's SKUs and represents 65% of their business. With the Accelerated Analytics tool, the team at W. M. Barr can see exactly what's driving sales at The Home Depot. "With the click of a button I can get the information I need in less than 10 minutes. It helps us help them grow their business," says Manning.

MEASURABLE METRICS TELL THE STORY...

Manning not only relies on the tool itself, but also the customer service Accelerated Analytics provides. "The one-on-one time that Accelerated spends with us and the degree to which they understand our business is tremendous. There's nothing I can do on a computer that compares to the personal attention they give us," says Manning. Accelerated Analytics reports and analysis save time and increase sales for W. M. Barr.

- Prior to using the Accelerated Analytics tool, it took Sales Analyst Rabia Manning 30-40 hours to collect the data and run the report needed to place an order. Now it takes her 25 minutes; that's a 98.6% time savings!

- In 2014 Manning and her team were struggling with out-of-stocks. Vice President, Client Services at Accelerated Analytics Scott Garber suggested the addition of a report for out-of-stocks and based on that report alone, Manning placed over \$700,000 of incremental income in one year.

"I would pay hundreds of thousands of dollars for just that one report! It's a life saver. It saves me time and makes us money."

Rabia Manning
Sales Analyst
W.M. Barr



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