



CASE STUDY: DIONO



Accelerated Analytics Enables Diono to Develop Growth Strategies

About Diono

Diono is a world leader providing families an expanding line of safe, innovative and high quality juvenile products that exceed expectations at home or on the go. Their Radian Car Seat was the first steel-reinforced folding car seat designed to make travel and storage more convenient than ever. Diono's products are offered through their retail partners in over 50 countries worldwide.

Executive Summary

The sales team at Diono spent a lot of time collecting and organizing sales data. Not only highly time-consuming, the data was inconsistent and prone to errors. Diono's President, Brad Keller, was considering an in-house business analyst, when an online search led him to the Accelerated Analytics website. After an in-depth analysis of our solution and a competitor's solution, Keller chose Accelerated Analytics based on our plan to have him up and running in weeks rather than months.

Challenges

The sales and account managers at Diono were collecting and analyzing their POS data in-house. First, they collected the data however they could and did their best to transform it into Excel spreadsheets. Then, one of the VPs rolled it up into a master spreadsheet. The information was inconsistent and



“Accelerated Analytics brings to light where we’re succeeding and not succeeding in a timely manner.”

*- Brad Keller
President, Diono*



prone to errors. Individually, each involved employee spent 2-3 hours per week on the project, often adding up to as many as 20 total man-hours per week spent collecting and reporting on POS data.

Keller figured there must be a better way, and Accelerated Analytics had the solution that streamlined their process.

Timely Data Sheds Light on Trends, Inventory Needs

Diono’s sales managers, customer service team, SVP and Keller himself all use the Accelerated Analytics tool extensively. Whether looking at year-over-year trends in major product category sales or on-hand visibility at the store level - two of the aspects of the tool they rely on the most - the team at Diono can now make impactful, strategic decisions quickly.

Before Accelerated Analytics, by the time the Diono team had collected and organized their POS data into Excel spreadsheets, the information was stale or it was simply too late to make meaningful decisions.

“Now we can make recommendations on what to stock based on on-hand visibility. We’ve never been able to do that before,” says Keller.

Keller is now able to act on aspects of his business he had no sight into previously. He can focus on the percentage of their items a retailer is carrying to expand sales opportunities, and monitor year-over-year sales performance with a specific retailer.

Developing Strategies to Grow Their Business

Implementing Accelerated Analytics POS data reporting and analysis tools has helped Diono develop strategies to grow their business.

- Keller is able to graph **historical sales data** alongside his order cycles so he can **manage the gaps** between the two on a regular basis.
- Based on the **on-hand visibility** offered by Accelerated Analytics, Diono has **improved inventory levels**.
- With the ability to see the percentage of their products that each retailer is carrying, Keller can develop **strategies to increase their business**. Expecting to see 100% of his product mix at Amazon, he discovered his biggest retailer was only carrying 60% of his products, creating an **opportunity to grow sales** with them.