

## ULTRADENT

### An iDashboards Case Study

“iDashboards has been such a pleasure to work with, and its onboarding training was outstanding! We need very little IT support to create a dashboard. We can also meet directly with our customers and make changes instantly.

—Cassie McCombs, Budget Manager, Ultradent

## The need for less IT involvement and greater reporting capabilities leads Ultradent to iDashboards

### CUSTOMER

Ultradent Products, Inc. is a dental manufacturing company that has a worldwide distribution of quality, affordable dental products for tooth whitening, impressions, composites, endodontics and more.

### CHALLENGE

For Ultradent's finance team, it took a great deal of IT resources to accomplish any part of its business. Previously, the company operated using both an in-house dashboard solution as well as an Oracle business intelligence product to collect millions of data points used to generate status reports. However, this process made it difficult to undertake necessary changes without IT involvement. Users also lacked the ability to successfully drill down into certain data around key performance indicators (KPIs), including budget forecast, wages, expenses, growth profit, net profit and shipping. The system made it nearly impossible to combine multiple data sources in order to quickly and easily report finances to clients.

### SOLUTION

Ultradent embarked on an extensive vetting process to identify the dashboard solution that would best meet its needs—a process that included loading thousands of data points into demo products to truly get a sense of the performance capabilities of each product. By the end of the vetting process, iDashboards had emerged as the clear choice based on its multitude of graph and chart options, drilldown capabilities, overall ease-of-use, and, most importantly, less IT involvement needed to create, deploy and utilize its dashboards. On top of that, the outstanding training and customer service that iDashboards provided was the icing on the cake to further cement Ultradent's choice.

### OUTCOME

With 157 users implementing iDashboards throughout the company for all levels of management, Ultradent has greatly benefited from the dashboard solution and can now easily fill gaps in their data that they were unable to do before and drill down into specific KPIs. With millions of records being reported each month, iDashboards allows Ultradent to successfully publish dashboards in just 24 hours instead of the three-to-four days that it previously took.

With very little IT involvement needed, iDashboards has made it much easier for the average business user to publish and create dashboards as needed, in any department of the company. The flexibility of iDashboards has also allowed Ultradent to enhance its customer service experience by providing improved data reporting capabilities to clients in an interactive and easy-to-read manner—ultimately helping Ultradent more clearly display its value proposition to clients.