

## Executive dashboards simplify performance monitoring at Pidilite

By using MAIA Intelligence's dashboard solution, Pidilite has made the complex task of monitoring performance look simple - **By Srikanth RP, InformationWeek, June 27, 2011**



Well known for its famous brand, Fevicol, Pidilite is the largest adhesive manufacturer in India. The firm uses IT extensively, and its top management tracks performance regularly on a daily basis.

However, with information coming in from disparate sources in the form of various reports, the firm faced a huge challenge in digging out relevant information. While the firm has been one of the earliest users of business intelligence software, it wanted a mechanism where it could simplify the process of managing performance of its various divisions.

After evaluating several options, the firm zeroed in a dashboard solution called 1KEY Touch Dashboard from BI specialist player, MAIA Intelligence. The solution transforms any type of data into insightful dashboards.

*"Features within dashboards such as drill-down charts allow business users to quickly decipher complex reports and gain insights into the business"*

- Mani Mulki, CIO, Pidilite Industries



"Executive dashboards are useful as they can be used as performance indicators. Features within dashboards such as drill-down charts allow business users to quickly decipher complex reports and gain insights into the business," says Mani Mulki, CIO, Pidilite.

Pidilite has deployed the interactive executive dashboards with dial gauges, bulbs, charts for the top management like sales and territory exceptions for different levels (Zone, regions, territory), field force, distributor's performance, competency party, cluster in exceptions, channel & market productivity and claims management.

Due to the executive dashboard, the periodical growth rate of a particular unit (territory, region, distributor) can be compared with the company's growth rate and under performers below a certain level can be highlighted in these dashboards.

This helps the National Sales Manager to push the respective distributors, sales managers, regional sales managers or territory managers to perform and bring them out of the exceptions. As dashboards can be drilled down for further details, the management can go into the finer details, and look at the parameters why a certain region or person is under performing or is way above the defined target.

Currently, Pidilite is testing out the concept of Executive Dashboards and has deployed this in the form of a pilot for one of its divisions. Once the project is fully rolled out in this division, Pidilite plans to roll this out to other divisions across the company.

[http://informationweek.in/Software/11-06-27/Executive\\_dashboards\\_simplify\\_performance\\_monitoring\\_at\\_Pidilite.aspx](http://informationweek.in/Software/11-06-27/Executive_dashboards_simplify_performance_monitoring_at_Pidilite.aspx)