

Proof.

Three companies. Three paths. One destination.



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Three webinars. One series.

#54

The Problem

Why BI fails in the last mile

#55

The Framework

How teams cross it

#56

The Proof

Companies that did it

Today's agenda

01

The four-question test

The vocabulary for everything that follows

02

ABB Croatia

Slobodan Horvatic — standardized reporting

03

Heijmans

Max Koene — one truth from the top

04

Ipsen Pharma

Cross-functional — the same language everywhere

05

Live transformation

Watch the four-question test — before and after

06

What it's worth + your next step

ROI calculator and how to get started

Provide an answer to this:

- 1 Is my performance good or bad?
- 2 To what extent?
- 3 Why?
- 4 What are we going to do about it?



Slobodan Horvatic

Finance Manager | ABB Croatia — Business Area Motion



▶ **ABB Croatia — Slobodan Horvatic**



"We never got to 'what do we do about it.' The discussion was always about whether the numbers were real."

Slobodan Horvatic — Finance Manager, ABB Croatia



"Within an hour or two I can analyze every business line — profitability, sales, everything. Click refresh, sip of espresso, analyze the numbers"

Slobodan Horvatic — Finance Manager, ABB Croatia



"With Zebra BI visuals, you immediately see what is the problem or what is going good."

Slobodan Horvatic — Finance Manager, ABB Croatia



"I'm promoting Zebra BI because I believe in the product. It helped us — why not help others."

Slobodan Horvatic — Finance Manager, ABB Croatia



Maximilian Koene

Finance BI Analyst | Heijmans

5,900 employees | €2.7B revenue | Future Finance Program

► Heijmans — Max Koene



"So we have one dashboard that you want to look at. To make it one that everyone looks at the same."

Maximilian Koene, Finance BI Analyst, Heijmans



"You would have the same KPIs, but at the discussion you would have different decisions made on these KPIs."

Maximilian Koene, Finance BI Analyst, Heijmans



**"The most important thing is the mental change.
Who wants to change? Everyone. But who wants to
put the effort to change?"**

Maximilian Koene, Finance BI Analyst, Heijmans



Robert Anschütz

Business Excellence Lead | Ipsen Pharma



6,000 employees | Specialty Pharmaceuticals | Finance · Sales · Marketing

▶ Ipsen Pharma —Robert Anschütz



"Previously, on a national level we'd see we lost share, but we didn't know where it was coming from. Now, within seconds, we can pinpoint where we're losing"

Business Excellence Lead, Ipsen Pharma



"Performance knowledge across the company has improved significantly ever since introducing Zebra BI. Now top management is able to really dig deep and find answers by themselves. The time saved with Zebra BI versus the prior solutions is massive."

Business Excellence Lead, Ipsen Pharma

Three companies. Three paths. One destination.

ABB

Individual champion

Finance team, one region

"The champion from within"

Heijmans

Company-wide mandate

C-suite driven, 7 teams unified

"One truth from the top"

Ipsen

Cross-functional

Finance → Sales → Marketing

"The same language everywhere"

Provide an answer to this:

- 1 Is my performance good or bad?
- 2 To what extent?
- 3 Why?
- 4 What are we going to do about it?

"We never got to 'what do we do about it.' The discussion was always about whether the numbers were real." — Slobodan, ABB

"You would have the same KPIs, but at the discussion you would have different decisions." — Max, Heijmans

Live Transformation

Watch the four-question test — before and after

The 3-30-300 check

A good report answers at three reading speeds.

3

SECONDS

Good or bad?

Scan headline variance colors

30

SECONDS

Where to focus?

Spot the drivers at a glance

300

SECONDS

Why and what to do?

Drill into the details

A report that can't pass all three isn't driving a decision.

What is this worth to you?

Zebra BI ROI Calculator

Companies that use Zebra BI spend less time on data visualization and make faster and better business decisions.

Enter your values to see how much you could save.

How many BI developers do you have building and deploying your reports? *

8

What is your average BI developer salary? *

\$65,000

How much profit did your company make last year? *

\$130,000,000

Lack of business decision making accuracy can cumulatively cost organizations 3% of profits or more ([Gartner Study - Reduce the Staggering Costs of Poor Operational Decisions](#))

BI Developer time saved on building reports.

Study data by Technical University in Munich, Germany shows our customers spend on average 46 % less dev time building and visualizing reports when using Zebra BI.

Use the slider to adjust this value.



Improvement in business decision making accuracy

Study data by Technical University in Munich, Germany shows our customers increase their business decision making accuracy by 61% on average when using Zebra BI.

Use the slider to adjust this value.



Your estimated annual saving on report building and increased profit from business decision making is:

\$400,400

Savings on BI dev time building reports

\$10,400

Increase in profit due to improved decision making

\$390,000

This is your estimated annual savings on the most tangible benefits of Zebra BI. Zebra BI customers experience additional benefits including revenue growth and churn reduction.

Contact our sales team to receive a comprehensive ROI estimate.

Contact Sales

Example: Heijmans

BI team

8 developers × \$65k salary × 2% time saved

\$10,400 / year saved

Profit

€130M × 3% cost of poor decisions × 10–61% improvement

\$390k – \$2.4M / year

Two inputs. One ROI.

The ROI formula behind the calculator

INPUT 1 · THE SMALLER NUMBER

Developer time saved

$\text{devs} \times \text{salary} \times \text{time saved \%}$

Example · Heijmans

8 developers \times \$65k \times 2%

= \$10,400 / year

Real savings — but not the reason you do this.

INPUT 2 · THE REAL NUMBER

Decision-making improvement

$\text{profit} \times 3\% \times \text{accuracy lift \%}$

Example · Heijmans

€130M \times 3% \times 10–61%

= \$390k – \$2.4M / year

This is the number that changes everything.

Sources: Gartner — 3% profit cost of poor decisions · TU Munich — 61% average decision-accuracy lift with Zebra BI

Your next step

Start free trial

See it for yourself

zebrabi.com/trial

Book a demo

Personalized session for your org

Type "demo" in chat

Talk to our team

Custom conversation

zebrabi.com/contact

More companies. Same last mile.



Coca-Cola

Consumer Goods

zebrabi.com/customer_stories/coca-cola



Helvetia

Insurance

zebrabi.com/customer_stories/helvetia



Raiffeisen Bank Intl.

Banking

zebrabi.com/customer_stories/raiffeisen



W.L. Gore

Manufacturing

zebrabi.com/customer_stories/wl-gore

Resources



Live Demos with Q&A each month

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