

Middle East & Africa | South Africa | Retail | Business Intelligence and Chatbot

**Britehouse**  
A DIVISION OF DIMENSION DATA

**BKB**

The Trusted Home of Agriculture  
Die Betroubare Tuiste van Landbou

## BKB benefits from cutting-edge technology, *enabling optimal employee, supplier and customer service.*

### At a glance

#### Which services?

- Business Analysis for BI Blueprint
- Implementation and support for Power BI
- Implementation and Support for SharePoint
- Mobile application development and Support
- Deployment and support of an Azure Chatbot
- Deployment and Support of SQL
- Project Management

#### Which technologies?

- Microsoft Power BI
- SharePoint
- Microsoft Azure
- SQL

#### Which partners?

- Microsoft

**‘Using Power BI solutions residing on Azure, Britehouse has successfully enabled BKB to monitor meaningful financial statistics and trends in our business at the touch of a button...greatly reducing the time required to make and execute important business decisions.’** *Jaco Maas, Operations Director, BKB.*

### Why BKB wants to bring data to the surface with the touch of a button

BKB are in the unusual position of having their buyers and sellers often being the same people. By having a view on which products, and the volume of those products their buyers consume, as well as what those same buyers sell to BKB, BKB’s understanding of sales trends and sales opportunities is greatly enhanced. This is across all BKB business verticals and within different regions according to individual suppliers and/or buyers. Essentially, efficient methods of rapidly disseminating targeted information to their internal and external stakeholders were required.

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### How Power BI and a Chatbot help BKB to take care of their customers

The BI solution provides meaningful data about BKB’s financial metrics and cross-sale opportunities across their business in an instant. Self-service reporting and analytics has facilitated greater and immediate insight into business trends and more effective, quicker decision making abilities. In addition, BKB identified a Chatbot as a proficient way of swiftly allocating targeted marketing information to their various stakeholders – based on the data provided by the BI solution. Both BKB’s internal and external stakeholders can find information about BKB’s products and services very quickly using their chatbot.

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### What BKB’s Power BI and Chatbot solution looks like

Because the BI solution enables financial reports to be pulled in an instant, the time taken to prepare management reporting was eliminated. The team continues to enhance the BI system as part of the managed services offering which has reduced the need for BKB to invest in large BI projects upfront. In addition, proactive daily checks minimize job execution errors, server downtime and the overall health of the underlying data. The online search engine via the Chatbot enables internal and external customers to find BKB products and services resulting in cross-sell suggestions – increasing BKB’s sales to its current customer base.

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## case study



### ‘Britehouse has performed extensive Software and Development work for BKB... BKB considers them a strategic digital Partner’ - *Jaco Maas, Operations Director, BKB.*

#### Why BKB wants to bring data to the surface with the touch of a button

*By consuming data in the most streamlined and efficient manner possible, targeted information can be, and is, relayed to the most optimal internal and external stakeholders to augment business productivity.*

BKB is one of the largest agricultural products providers in Africa. Almost two thirds of South Africa's wool trade passes across BKB's floors contributing to their average annual turnover of R3.5 billion. By having a view on which products are sold, their corresponding volume and their prospective buyers, BKB now has a sales analysis which enables them to identify where they can grow market share across all BKB business verticals.

#### How Power BI and a Chatbot help BKB to take care of their customers

*The cross-sell BI report has provided information needed for BKB to gain insight into their buyer/supplier activity at a granular level. The online search engine via the Chatbot enables internal and external customers to find BKB products and services resulting in cross-sell suggestions.*

Until the Power BI solution was implemented, it took almost two weeks for the key financial metrics of the organisation to be extracted from their data sources and have financial reports compiled. This information is extremely important to BKB's understanding of sales trends and sales opportunities among their businesses, in different regions and with individual buyers. Overall, it helps BKB increase cross-sales to their current customer base. Historically BKB customers have been familiar with only one or two of their hundreds of products and services which has made it challenging for BKB to market a wider range of options to their customers. The development of a Chatbot became a business priority for BKB as an efficient method of rapidly disseminating targeted marketing information to their stakeholders. One of the interesting uses of the Chatbot is that it gives farmers the ability to schedule shearers to shear their sheep online through BKB's website.

#### What BKB's Power BI and Chatbot solution looks like

*Microsoft tools have been used to bring together data residing in disparate systems to give users immediate access to business's most important financial metrics.*

Using Microsoft tools, Britehouse built a Data Warehouse which extracted the relevant data from BKB's different ERP systems. Cubes were built on top of the data warehouse with the intelligence required to extract the appropriate data for the various reports required by BKB. The data in turn was presented to users on Power BI dashboards, enabling key users to instantly access key financial metrics used by the organisation to ascertain its financial health. The cross-sell report particularly was new for BKB. The Chatbot was also built using Microsoft tools.

#### Technology accelerates digital business

**“Using Power BI solutions residing on Azure, Dimension Data has successfully enabled BKB to monitor meaningful financial statistics and trends in our business at the touch of a button...greatly reducing the time required to make and execute important business decisions.” – Jaco Maas, Operations Director, BKB.**