

**Microsoft**  
**GOLD CERTIFIED**

Partner

GLOBAL PARTNER OF THE YEAR



At Ideaca, we understand that actionable, information-oriented decision making is the end goal of any Business Intelligence solution. By implementing Business Intelligence systems, we help organizations reduce costs by leveraging the information-value in existing systems, increasing productivity by making information quickly accessible across the organization and increasing customer satisfaction by providing an accurate picture of customers and markets. Below are a few select Ideaca BI customers:

### Bayer CropScience



Bayer CropScience (BCS) is a leader in crop production for the agricultural industry. As a leading manufacturer of herbicides, insecticides, fungicides, seed treatments and canola seed, BCS supplies seed and crop protection to more than 60,000 Canadians.

The Ideaca team created a data management solution for Bayer CropScience to facilitate the payment of rebates back to farmers buying BCS products. This enables BCS to manage POS data as well as calculate and distribute rebate program entitlements in-house.

### The Cash Store Financial



The Cash Store Financial Services Inc. (Cash Store Financial) is Canada's leading provider of alternative financial products and services. Cash Store Financial operates two of the strongest branded chains in Canada's expanding payday loan services market, The Cash Store and Instalozans.

Ideaca assisted The Cash Store in implementing a Microsoft BI solution that can accommodate its rapid growth. Through sophisticated analysis and reporting, The Cash Store is able to track key performance indicators against their business goals.

### TimberWest



TimberWest Forest Corporation is uniquely positioned as the largest owner of private forest lands in western Canada. The Company's 334,000 hectares, providing a sustainable annual harvest of 2.5 million m<sup>3</sup> of logs, are located on Vancouver Island and predominantly support the growth of Douglas fir forests; a premium species used for structural purposes.

Ideaca helped lead the TimberWest team in building an Enterprise Data Warehouse solution using the Microsoft BI stack and ProClarity Analytics. TimberWest is benefiting from a fully integrated, enterprise-grade application capable of sophisticated analysis and reporting; delivering power, stability and security at a low total cost of ownership.

### Enmax



ENMAX Corporation (ENMAX) is an energy distribution, supply and service company that operates and competes in Alberta's restructured electricity industry. A wholly owned subsidiary of The City of Calgary, ENMAX is headquartered in Calgary, AB.

Ideaca created a data warehouse and analytical cubes to support Enmax's reporting and analytical requirements. Ideaca's Business Intelligence Solution provided reduced reporting costs, increased reporting and analytical capabilities, increased data integrity and consistency, and standardized regulatory reporting requirements.

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