

# Data and Analytics Game-Changer at Forterra.

Forterra, a leading manufacturer of pipe and precast products in water-related infrastructure and more, has utilized Incorta to increase speed of reporting for the finance department while simplifying technology.


<p><b>\$70K SAVED</b> Replaced Entire BI Toolset</p>	<p><b>MILLIONS OF ROWS</b> Data Analyzed In Minutes</p>	<p><b>360° VISIBILITY</b> For Stronger Reporting</p>
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## Eliminating inefficiencies and lowering TCO with faster, smarter, and Oracle EBS-friendly data reporting.


As a manufacturer with an ever-growing distribution, technology, and product development environment, Forterra relies on clear and dependable financial reporting for consistent profit growth and expansion in all the right areas. To improve visibility and eliminate inefficiencies in their finance department, this American manufacturer of water infrastructure products needed a solution that could significantly elevate access to critical data, accelerate internal reporting and data-driven decision making and seamlessly integrate with one of its existing technology arms: Oracle e-Business Suite (EBS).

With Incorta, Forterra can modernize its approach to analytics with instant access to billions of real-time and existing data points across systems and solutions. Our platform gives finance leaders the power to extract, filter, and analyze this data with immediacy and confidence, significantly accelerating the ability of business leaders to take action

### Using Incorta, Forterra benefited from:

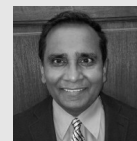
 **Stress-Free Data Integration**  
Incorta significantly reduces corporate risk associated with data integration issues by seamlessly retrieving and managing billions of data points across existing systems—all so you don't have to.

 **Accelerated Reporting and Data-Driven Decision Making**  
Accounts payable/receivable data, enterprise asset data, general ledger analytics, and more can be extracted, filtered, and loaded into appropriate channels instantly, saving teams hundreds of hours in wait times.

 **A Single Source of Truth for Data**  
Incorta gathers and unifies data across systems, breaking down silos across enterprise systems and technologies, delivering one single source of truth for all analytics-related needs.



*“Prior to Incorta, 90% of our time was spent on data modeling and ETL. We were spending so much time on modeling that delayed our report deliveries to users and caused a lot of friction between IT and business users. In some cases, the need for those reports disappeared as frustrated users created their own spreadsheet reports. With Incorta, we can use the base table data from Oracle without the need for ETL and data modeling. You can bring together as much data as you want, and millions of rows can be analyzed in minutes. That’s the real beauty of Incorta.”*



**Ashok Kumar**  
Senior Manager  
IT and Reporting  
Forterra

### The Challenge

#### Slow ETL processes and massive dependence on IT for turning around reports

Forterra knew that its FP&A department was being handicapped by its dependence on IT to pull even the simplest reports. Not only that, but the time it took the IT department to extract, transform, and load data from Oracle EBS and other systems could mean delays in action, creating massive inefficiencies for their teams. The existing BI and reporting tools were also providing hundreds of reports across 30 financial dashboards, making it extremely difficult to simplify, clarify, or consolidate critical data across sources.

### The Solution

#### Modern, unified data analytics that offer actionable insights immediately

What takes weeks in other solutions can be done in minutes with Incorta. Incorta is the only data platform that can gather data from anywhere across a technology stack, seamlessly process and tailor analytics to meet objectives, and offer actionable, data-driven insights in real time.

Our platform's ability to load data (from anywhere) and unify it without any need for complex modeling or transformations helps Oracle EBS customers move faster than ever before. This gives business leaders more flexibility, agility, and confidence to make quick decisions needed for faster growth and profitability.

### The Results: Overall business success.

**\$70,000 saved** by sunseting an existing BI tool and replacing it with Incorta, with additional plans to sunset more tools over the next 6-12 months, a direct result of Incorta's ability to be an all-in-one solution for reporting, analyzing, and data management needs

**Three weeks** is all it took for one part-time employee to transfer all data from an existing solution to Incorta.

**Hundreds of hours saved in BI wait times**, a direct result of improved visibility and increased agility delivered by Incorta's real-time analytics, accelerated reporting, and instant insights.

#### Increased agility and productivity.

**Millions of rows of data analyzed in minutes**, giving them access to the fresh, reliable data they need to take action on, exactly when and where it matters.

#### 360° Visibility for stronger reporting.

A indirect result of the platform's simple user interface and uncomplicated controls is increased user satisfaction and reduced IT time to create reports.



*"This is one of the first tools we started using in our transformation journey. It has helped align IT with business needs and fostering better partnerships. We are on a journey to rationalize our application portfolio and to serve our users with faster data access, enhanced visibility and improved customer satisfaction."*

- Sunil Dudi, VP of IT

#### ABOUT FORTERRA

Forterra is a leading manufacturer of water and drainage pipe and products in the U.S. and Eastern Canada for a variety of water-related infrastructure applications, including water transmission, distribution, drainage and stormwater systems. Based in Irving, Texas, Forterra's product breadth and scale help make it a preferred supplier for water-related pipe and products, serving a wide variety of customers, including contractors, distributors and municipalities. For more information on Forterra, visit <http://forterrabp.com>.

#### ABOUT INCORTA

Incorta is the only Unified Data Analytics Platform powered by Direct Data Mapping. Purpose-built to help companies stay ahead of the accelerating rate, volume, and complexity of modern enterprise data, the platform delivers unmatched speed and visibility. Incorta is built with open standards and integrates with cloud-friendly tools and platforms, making it easy to consolidate data in the cloud and extract meaningful insights. By making any data source continuously available for analytics, the platform helps data engineers, data scientists, data analysts, and business leaders make more accurate, timely, and transparent decisions with faster access to richer data sets. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands in the world.