

# Canadian Bearings Ltd.

## Performance Management Customer Profile



[www.canadianbearings.com](http://www.canadianbearings.com)

### Quick Facts

- Industry: Distribution
- Operating since 1947
- Annual Revenue: \$165 million
- Employees: 350
- General Ledger: SXTrend
- Based in Mississauga, Canada
- Application: Revenue Planning

### Background

Canadian Bearings Ltd. is Canada's leading bearing and power transmission distributor, serving the Canadian industry for over 60 years. The company is 100% Canadian owned with annual sales in excess of \$165 million. Canadian Bearings strives to enable its customers to build, maintain and operate their machinery to tomorrow's higher standards. They remain focused on being the preferred supplier and single source choice for total quality service and the lowest cost distribution channel.

### Challenges

Canadian Bearings was using an in-house, home-grown CRM system for revenue planning. Approximately 65 sales representatives and/or branch managers would log into the system and plan revenue down to the product and customer level. "Given the level of detail and volume of information, the system was painfully slow and we couldn't get the information fast enough," mentions Tina Benetello, Controller, Canadian Bearings. Sales representatives are often in remote locations and the slowness and limitations of the system was no longer acceptable.

### Why PROPHIX

Canadian Bearings needed speed and efficiency when it came to revenue planning. It was taking too long to get accurate information and internal stakeholders were becoming frustrated. To plan revenue down to multiple branch, product category, and customer levels by month, a system needs to be able to handle a large volume of data and detail. PROPHIX's inherent OLAP technology proved such capabilities and provided the intuitive

interface to replicate Canadian Bearings business model. The learning curve was immediately shortened because users were working with a familiar structure. This ensured that the sales representatives had access to the right information at the right time.

### Key Benefits

PROPHIX is the enabler to providing Canadian Bearings with a faster and more efficient revenue planning process. In addition to the speed and accuracy of the information, Canadian Bearings also has the ability to look at detailed revenue and cost of sales information. PROPHIX allows Canadian Bearings to analyze and project key revenue drivers by product, customer and branch level with each respective stakeholder playing a very active role throughout the process. High-level executives, mid-level managers, branch managers and sales representatives can all access PROPHIX immediately to provide detailed sales information or to simply review and analyze data when making important business decisions. "Given the various levels of management that need revenue planning information on a frequent basis, it is essential that the information is accessible using controlled security and is available in various formats," states Tina.

Due to the overwhelming success of using PROPHIX at Canadian Bearings for revenue planning and data analysis, the outlook is to export this value to some of the other software capabilities, such as forecasting, management reporting and end-user project management.