

Introducing Insights - Unlocking Data Potential

Submitted by: Muddy Boots Software

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Leading food industry software Company, Muddy Boots Software (www.muddyboots.com), introduces its Greenlight Quality Control users to Insights, a new embedded analytics platform, powered by Tableau. Insights is a data discovery and analytics tool which highlights trends and issues, allowing customers to make informed decisions about their supply chains and products.

Business intelligence and data analysis has shifted from simply ensuring a business is compliant, to delivering insight and optimisation to improve business processes and efficiency. As businesses become increasingly data driven, Insights provides valuable data analysis ensuring food supply chains are safer, effective and more sustainable.

Insights provides its users with fluid and flexible data analytics, examining data sets whilst considering customer specific demands and changing markets. Data over multiple years can be reviewed, spotting trends and highlighting seasonal issues, allowing for more responsive action when a problem arises, or proactive actions on likely upcoming seasonal issues. Mark Powell, Business Intelligence and Analytics Manager at Muddy Boots comments how Insights “is capable of analysing any customers data set, and takes data visualisation to another level; allowing our customers to drill deep into their data in order to drive business decisions”.

Mark explains how Insights is transforming the way Muddy Boots’ customers make decisions about their business; “Our customers have benefitted from the speed at which they can now access and analyse their data; its ease of use; and the granular detail of being able to visualise problems relating to seasonality, location, poor performing suppliers, and so on.”

Insights data analysis allows important data-driven business decisions to be made in an industry that is constantly changing and adapting to customer demands. Without systems like this in place, the process of supply chain management is lengthy, unwieldy and resource-hungry. Insights can be tailored to create customised reports to share with stakeholders, setting parameters and creating automatic alerts if anything falls outside of those guides. The ability for users to upgrade their Insights package unlocks more value within their data and with great data comes great power.

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For images or further information, please contact:

Emma Waller – Brand and Communications Manager - +44 (0) 1989 780 540 / emma.waller@muddyboots.com

Notes to editors:

Muddy Boots Software, established in 1996, gives its customers total visibility of the quality of their products and compliance of their supply chains, from grower to retailer. The Company provides software solutions to 2,000 customers across 40 countries, including 5 of the top 7 UK retailers, and 70% of the UK’s fresh produce supply chain.

Greenlight Quality Control is part of the businesses core offer. It allows suppliers, retailers and brand holders to centrally configure and manage product and process assessments, carry out checks and report on performance; helping to drive consistency in product quality. Whether checking at arrival, through to dispatch or even in store, Greenlight Quality Control allows users to access the latest checking standards, capture their findings (along with supporting attachments and photos) and have this all immediately visible to their team and stakeholders.