

# CARUS CORPORATION

/ MANUFACTURING

## WITH FUSION, CARUS CORP OPTIMIZED EFFICIENCY



We're delighted to announce that Fusion has recently gone live with a BI solution at Carus Corporation. This was a 51K deal net to SAP (Edge w/ DI). Carus Corporation is the largest producer in the world of Potassium Permanganate, a product that is widely used for the treatment of municipal drinking water, wastewater and land remediation.

### RESULTS

The solution has enabled them to optimize the efficiency of their sales efforts. They are now able to view interactive, "ad hoc" sales reporting and drill through from sales by market, region, territory, product line, sales channel, and customer to SKU level. They also view YTD and MTD totals at each level for volume, net revenue, average net selling price, contribution margin, and gross margin both actual and budget. As a result they're now able to improve sales execution with immediate visibility into areas of opportunity.

### OTHER MANUFACTURING SUCCESS

#### MITRATECH

High tech (software) manufacturing company and an OEM client of BusinessObjects. Purchased services from Fusion to accomplish the following:

- Address environmental and WebI report related issues caused by a recent upgrade to Rackspace hosted environment
- BusinessObjects 3.0 to 4.0 upgrade
- Success story TBD.

