How Is Better Business Intelligence Optimizing Channel Revenue for Companies Large and Small?

Large, small, and midsize enterprises rely on industry-leading financial technology from WelinkData, part of Shanghai Welinksoft Co. Ltd. WelinkData’s solutions act as a data bridge between customers, upstream and downstream business partners, and financial institutions. Working with SAP, it developed Welink ABC, which integrates WelinkData data services for consumer products companies with the powerful business analytics, machine learning, and business insights of the SAP® Analytics Cloud solution.

Now WelinkData customers can combine capabilities for global value chain management with advanced data collection, exchange, processing, and analysis technology that links the marketing supply chain to the financial supply chain through real-time, continuous data exchange. This helps them build a digital business network quickly, uncovering new competitive advantages to increase revenue and profits – yet another reason why WelinkData is considered a top global financial supply chain system company.
“WelinkData uses Big Data to build a business environment that connects our customers with the financial sector. Our services are demand driven – we need the analytical insight to serve our customers’ interests and generate value.”

Zhong Shengjiu, CEO, WelinkData

Welink ABC is a next-generation software-as-a-service solution that integrates WelinkData data services for consumer products companies with the powerful business analytics, machine learning, and business insights of the SAP® Analytics Cloud solution. One of the first SAP partners to work with SAP Analytics Cloud, WelinkData has incorporated functionality for rapid deployment and scalability into Welink ABC. The result is a one-stop, end-to-end channel data exploration, discovery, prediction, and decision-making tool that helps brands and resellers of all sizes to optimize inventory and increase revenue.
Building the Data Bridge for Interconnected Companies with SAP® Analytics Cloud

Working closely with SAP, WelinkData developed Welink ABC, which integrates cloud service capabilities with SAP Analytics Cloud to provide preconfigured services that optimize revenue for customers.

Before: Challenges and Opportunities
- Offer reporting and analytics that are visual, fast, flexible, and intuitive
- Better understand customer needs to support revenue generation and inventory optimization

Why SAP
- SAP’s extensive insight and rich practical experience in ERP software and financials
- SAP Analytics Cloud – a unified solution that integrates business intelligence, machine learning, predictive analytics, and planning to aid decision-making for anyone, anytime, anywhere
- Advanced analytics and high-speed transaction processing based on the SAP HANA® business data platform
- Rich, diversified, and interactive geographic graphs with SAP Digital Boardroom for deeper business analysis

After: Value-Driven Results
- Fast, complete, and accurate business insights that can be used to implement new processes and applications, accelerating digital transformation
- Anytime access to intuitive executive dashboards that integrate KPIs and allow detailed drill-down at various levels to compare trends, identify correlations, discover issues, simulate solutions, and make relevant plans
- Total insight, including sales, profits, merchandising, inventory, and growth, by region, city, and channel
- Real-time data access by eliminating predefined aggregation, materialized views, and data replication between operational and decision-supporting systems
- Enhanced visibility into customer needs, market demands, and product opportunities with revenue optimization analysis, enabling better predictions and actions
- Comprehensive analytics to help customers build new competitive advantages that increase revenue and profit

“SAP Analytics Cloud enables user-friendly, multidimensional data analysis through visual reports and interactive design to increase business insight, speed decision-making, and increase customer acceptance.”

Wang Zhixiu, VP of Advisory Services, WelinkData