

BJD Inc. is now armed with DrivenBI's cloud-based BI technology to drive sales cycle analytics for successful growth and expansion

PASADENA, Calif., Nov. 18, 2015 (SEND2PRESS NEWSWIRE) – BJD Inc. (www.bjdcorp.com), a privately held men's sportswear manufacturer, established in 1985, located in Los Angeles and New York, has selected DrivenBI's SRK to help transform their Sales Cycle Analysis. BJD Inc. owns several different brands, their most distinguished being Michael Brandon, Thread & Cloth, James Tattersall, and Park West. In addition to its online sales, BJD Inc. distributes to retail giants such as Burlington, Marmaxx Group, Ross, Steinmart, and many more.

As BJD Inc.'s sales continue to sky rocket, so does their need for real time insight into today's fashion trends. What is the style of the month? Where are the hottest geographic locations for these styles? How are they doing compared to this time last year? In order to remain competitive in the present market, BJD Inc. must evolve into a more data driven company. However, in order to do so they need something more substantial than traditional spreadsheet analysis. They need a more efficient way to connect their sales teams with their design and merchandising team, their production team with their distributors. DrivenBI helps BJD Inc. stay current with their products from inception to sale.

"DrivenBI's SRK self-service analysis platform in the cloud has helped us to enable the analyses that we need to uncover different areas where we can not only cut costs, but also strategically introduce targeted price promotions, with potentially profitable results. With a few clicks, we are able to proactively see trends and breakdowns of different customers, styles, colors, and classifications," says Denise Park, CFO of BJD Inc.

When BJD Inc. decided to implement SRK, they were looking for the ability to immediately see how adjusting different performance measures would affect their production. With an iPad and a few swipes, Denise and her team could make executive decisions from anywhere, whether it's deep within their warehouse, or the conference room. Dynamic and real time dashboards allow them to assess different outcomes at any given time and place, instead of requiring them to wait for next week's spreadsheet.

By turning to a cloud-based analysis platform, Denise and her team can expect a more empowering use of data, giving them the tools to drive their business operations in a more effective and efficient manner. With more location openings planned for 2016 and sales blooming, BJD, Inc. is armed with the analysis they need to ensure a successful and productive expansion.

About BJD Inc.:

BJD Inc. is a Los Angeles based garment manufacturing company, founded in 1985. Under its two labels: Direction and Linea Dome, BJD made its first mark in the industry by revolutionizing the way men looked at camp shirts. By adding a full range of color and bold patterns to an article of clothing that was once solely reserved for Hawaiian luaus, BJD put camp shirts on the map as a fashion basic. In the fall of 1996, BJD Inc. launched the Michael Brandon collection with a simple objective: basic bodies with a simple twist at an affordable price. This fresh concept has taken the value world by storm, and BJD hasn't looked back since.

About DrivenBI:

DrivenBI was founded in 2006, and is headquartered in Pasadena, Calif. DrivenBI is a rapidly growing software company specializing in both cloud and on premise BI data analysis platform solutions, operating both in U.S. and Asia, with more than 300 customers worldwide. SRK is a breakthrough product offering Self-Service BI platform as an alternative to complex IT centric BI tools and Spreadsheets. SRK is highly competitive with its innovative business user centric BI infrastructure, removing the requirements for traditional ETL, Data Warehouse and Programming. SRK offers superior performance, and minimal IT dependency for set up and use. For more information, please contact Kathleen Douglas, SVP of Sales & Alliances, at kdouglas@drivenbi.com

More information: <http://drivenbi.com/>.

LOGO for media:

https://www.Send2Press.com/wire/images/14-0416-drivenbi_300dpi.jpg

Twitter: @DrivenSRK

News issued by: DrivenBI



Send2Press® Newswire

Original Image: <https://www.send2press.com/wire/images/15-1118-drivenBI-500x375.jpg>

#

Original Story ID: 2015-1118-01 (10676) :: bjd-inc-is-now-armed-with-drivenbi-cloud-based-bi-technology-to-drive-sales-cycle-analytics-for-successful-growth-and-expansion-2015-1118-01

Original Keywords: SRK, Denise Park, garment manufacturing company, cloud and on premise BI data analysis platform solutions, ETL, Data Warehouse and Programming DrivenBI Pasadena California PASADENA, Calif.

Alternate Headline: Clothing Manufacturer BJD Inc. chooses DrivenBI SRK to Drive Sales Cycle Analytics

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Wed, 18 Nov 2015 07:00:01 +0000

Original Shortcode for Story: <https://i.send2press.com/N9yho>