

## CASE STUDY



**IM Group is an international company specializing in automotive distribution, property investment and development, and automotive finance lending. Founded in England in 1976, IM Group has become an internationally-renowned, family-owned powerhouse with operations in nine countries and over 500 employees.**

## Key requirements & challenges

- ✓ Speed: Reports were taking months to create and data-related questions were taking multiple weeks to get answered
- ✓ Data-backed decision-making: Decisions were being made based on opinion and assumption
- ✓ Costs: Didn't want to hire a team of developers to build a reporting system
- ✓ Complexity: Needed to incorporate over 200 custom fields in their reporting process

## Why ZoneReporting?

IM Group was initially advised to get Power BI and build the system inside NetSuite themselves. While looking at the significant costs and time necessary to do that, they wondered, 'Is there anybody out there who can do this?' After researching Power BI solutions for NetSuite, ZoneReporting—as the only Pre-Built Power BI reporting solution for NetSuite—landed at the top of their list.

## How did ZoneReporting help?

IM Group is now able to make fast, data-backed decisions across all business units in all nine countries of operation with automated reporting and analytics. This presents them with millions of pounds of opportunity every year in cross-selling and upselling, while saving them hundreds of thousands of pounds per year on developer costs.

**£500K**  
Saved in capability costs

**10x**  
More cost-effective than a single developer

**18**  
Months saved in development time