



Case Study:

Water Tech's Sales Revolution with Power BI



Introduction:

From Data Chaos to Clarity



Data is like gold—valuable, but only if you know how to mine it effectively. Water Tech, a leader in chemical, biological, and mechanical solutions, was sitting on a mountain of valuable data. Yet, without real-time insights, they were like prospectors panning for gold in the dark.

Their sales team struggled to identify top revenue opportunities, relying on fragmented and outdated reports. It was clear: they needed a way to turn raw data into actionable insights—and they needed it fast. That's when Cambay Solutions entered the picture, ready to unleash the full power of **Microsoft Power BI**.

"We knew we had the data; we just couldn't get to it quickly enough. We needed a real-time solution to empower our sales team to be more proactive, not reactive," said **James Shelly**, Director of IT at Water Tech.

The Challenge:

A Race Against Time

Water Tech's business was growing, but their systems weren't keeping up. Their current tools left key sales data locked away in silos, buried under layers of spreadsheets. For a company with a \$100 million revenue stream, waiting for insights was no longer an option.

Key pain points:

Outdated data:

Sales teams were working with numbers that were often days or weeks old.

Missed opportunities:

Without real-time insights, account managers struggled to prioritize top revenue-generating accounts.

Complex reporting:

Multiple data sources made reporting slow and ineffective.

In short, Water Tech needed a single, clear window into their data—something that could move as fast as their business did.

The Power of Partnership:

Enter Cambay Solutions

Water Tech didn't just need a BI tool; they needed a transformation. That's why they partnered with **Cambay Solutions**, experts in translating business needs into technical magic. Cambay's mission? To bring real-time insights to Water Tech's fingertips and let them see their data like never before.

Why Cambay?

Cambay Solutions brought a wealth of experience in crafting custom Power BI solutions. Their team knew how to blend technical expertise with Water Tech's specific business goals, delivering a dashboard that would empower both C-Suite executives and on-the-ground sales teams.

The Solution:

A Dashboard Built to Empower

Cambay didn't just implement a system—they built a solution tailored to Water Tech's DNA. The **Power BI** dashboard they designed was more than a tool; it was a crystal ball, giving Water Tech real-time clarity into their sales pipeline. This wasn't a one-size-fits-all solution—it was custom-built to give each user exactly what they needed.



The Key Ingredients:

- **Three Tabs:** The dashboard was designed with three core tabs—Summary, Details, and Drill-Down/Through—allowing Water Tech's team to go from high-level insights to in-depth analysis in a click.
- **20 KPIs:** Cambay didn't just throw numbers on a page. They worked with Water Tech to develop 20 Key Performance Indicators (KPIs) that mattered most — focused on revenue generation, account health, and sales performance.

- **Real-Time Data:** No more waiting. Sales teams could now access fresh, up-to-the-minute data directly from the company's SQL based ERP, eliminating lag times and driving action.

"Cambay's solution wasn't just about data—it was about transforming how we work. Suddenly, we could see the opportunities that had been hidden in our numbers for so long," said James.

The Journey:

From Problem to Powerhouse

Building a solution that turned raw data into instant insights wasn't easy—but Cambay thrives on complex challenges. From day one, they partnered closely with Water Tech, guiding them through each step of the transformation.

The Roadmap to Success:

1

Digging Deep into Needs:

Cambay held collaborative sessions to understand Water Tech's unique challenges and goals, ensuring every feature of the solution was purposeful.

2

Building the Engine:

Using Power BI, Cambay designed and deployed a robust data model, integrating 10 key tables from the company's SQL based ERP, and constructing custom KPIs that reflected Water Tech's priorities.

3

Testing the Waters:

Before going live, Cambay worked hand-in-hand with Water Tech during **User Acceptance Testing (UAT)**, ensuring the dashboard met their needs and operated seamlessly.

4

Turning the Key:

With the system built and tested, Cambay flipped the switch. The sales team now had a powerful tool at their disposal—and the results were immediate.

The Results:

A Revolution in Real-Time

What happened after Water Tech deployed their new Power BI solution? A revolution in the way they worked. Sales teams were no longer stumbling in the dark, and executives had a clear view of the company's health.

Key Results:

Real-time insights: Sales teams could now react immediately to emerging opportunities, with data flowing in real-time.

Faster decision-making: The custom KPIs helped executives zero in on what mattered most—driving growth and revenue.

Operational efficiency: With one dashboard to rule them all, manual reporting processes were eliminated, saving time and increasing focus.

"The impact was night and day. Cambay turned our data into a strategic asset, something we could use to drive the business forward," James noted.

Why Cambay Solutions?

Cambay didn't just deliver a product; they delivered a partnership. Their ability to take complex business needs and turn them into clear, actionable insights made them the perfect fit for Water Tech. With a deep understanding of both the technical and business sides, Cambay Solutions gave Water Tech the tools they needed to thrive in an increasingly data-driven world.

Conclusion:

A Future Fueled by Data



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Water Tech's journey with Cambay Solutions was more than an upgrade—it was a transformation. With their Power BI solution, they've turned raw data into a goldmine of insights, allowing their team to act faster, smarter, and more strategically. This partnership has not only solved their immediate challenges but has also laid the groundwork for future growth and innovation.

For more information on how Cambay Solutions can help your organization unlock the power of data, visit [Cambay Solutions](#).