



Syncsite Scores Gold for TYR Sport and Swimwear Anywhere Inc.

CHALLENGE

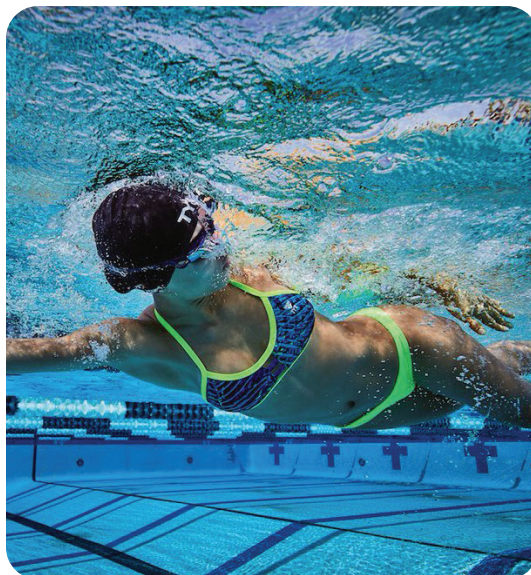
TYR lacked a central system for analyzing its data without spending hours creating various reports. Information was stored in spreadsheets and shared via email, leading to no real-time data analysis and no ability to view custom dashboards anytime.

SOLUTION

TYR selected the Tibco Spotfire BI solution and Syncsite as its partner to implement and support.

RESULTS

Sales and operations have improved ten-fold just from the ability to analyze data just the way they need it, when they want it and can create actionable steps without having to spend hours up front to create it.



Founded in Huntington Beach, CA by swimwear designer Joseph DiLorenzo (current owner) and 1972 Olympic Bronze Medalist Steve Furniss, TYR Sport was established in 1985 to provide the competitive swim market with vibrant, performance-driven prints. Since its inception three decades ago, TYR has grown to exist as one of the world's most recognizable swimming and triathlon brands. To help TYR improve its business intelligence and competitive edge, the company turned to Syncsite and the Tibco Spotfire BI solution.

Below is our interview with Edward Eskew, Vice President Information Technology at TYR Sport:

Q: TYR and Swimwear Anywhere is well respected in the industry; what do you attribute to that?

A: The goal of the family is to produce quality products with a customer focus that creates brand loyalty. Both companies have a reputation of providing our customers with a high level of customer service while delivering innovative and high-quality products.

Q: What was the impetus for the move to a BI tool?

A: The timing was perfect and having seen this BI tool before, realized the time was right to act. We saw another demo at a conference and said let's move

- **Client**
TYR Sport and Swimwear Anywhere
- **Industry**
Retail
- **Headquarters**
Huntington Beach, CA
- **System**
Tibco Spotfire™

forward. Two of the web developers at TYR had been exposed to Spotfire and took the BI lead. The chief operations officer gave ten Excel reports to the BI lead and the data view was created in Spotfire. When the BI lead was done and the operations officer viewed the BI dashboard he said, "You just changed my life!" It removed ten Excel reports that took weeks to create and now that same information, in real time, is viewed in minutes anytime/anywhere.

Q: Did you evaluate other BI options? If so, which ones?

A: We reviewed Qlik, but realized it wasn't as easy to use as Spotfire and economical.

Q: What departmental challenges had you been facing before implementing Tibco Spotfire?

A: The labor intensive time for both companies led to the need for a BI solution and getting info instantly without hours of report creation, drove the decision to implement a BI solution. BI opened up channels of communication that weren't there before. Small accounts are now reviewed as much as large ones because all the data associated with them is quickly viewed and analyzed. This ultimately has improved our bottom line and our service to each and every account. Every department can easily see the big picture for any account without having to review multiple tabs of Excel reports like before.



Syncsite Scores Gold for TYR Sport and Swimwear Anywhere Inc. (continued)

TYR

"All the interaction has been great regarding setup, integration, sales, service and support. The technical support provided by Syncsite has been off the charts" Ed Eskew, Vice President Information Technology at TYR

MORE

For more information on any of our products or services please visit us on-line at:

www.syncsite.net

and follow us via:

[LinkedIn](#)

[Facebook](#)

[Twitter](#)

Q: What's the biggest misconception you had about deploying a BI solution?

A: Reservation was more of the issue among management – what would it show us???



Q: What's the biggest surprise you had once Tibco Spotfire had been up and running?

A: The steps that were taken before took weeks to create in-depth reports, now that same data is available instantly, with more clarity and in real-time; user adoption and usage has been great.

Q: What's the biggest disappointment you had once Tibco Spotfire had been up and running?

A: Nothing.

Q: How has TYR's employees reacted since utilizing Tibco Spotfire?

A: Hesitant at first and then very satisfied once viewing and using the tool.

Q: How has TYR's management reacted since utilizing Tibco Spotfire?

A: Extremely impressed and satisfied with the decision and results.

Q: How has productivity improved since using Tibco Spotfire?

A: It has improved ten-fold across all aspects of the business – operations, sales and more.

Q: What processes have improved the most since implementing Tibco Spotfire?

A: People becoming aware of being able to drill down and select whatever data they want at any time without hours of report creating.

Q: How would you describe your experience working with Syncsite?

A: Fantastic! All the interaction has been great regarding setup, integration, sales, service and support. The technical support provided by Syncsite has been off the charts.

Q: What advice would you give another company about implementing Tibco Spotfire?

A: No reservations should be there with the payment plans, competitive pricing and support provided by Syncsite.

Q: Would you recommend Syncsite to another business intelligence prospect?

A: Without a doubt.

Q: What improvements/enhancements would you like to see from Tibco Spotfire?

A: Haven't found anything that Spotfire doesn't do that we'd like to see added or changed.

About Syncsite

Syncsite is a premier provider of Customer Relationship Management (CRM), Field Service Management (FSM), Business Intelligence (BI) and Marketing Automation (MA) solutions. Syncsite empowers companies in a variety of industries to manage their business data and leverage this information to strengthen customer relationships and enhance profitability.



727.216.8062 | sales@syncsite.net | www.syncsite.net



Gold
Channel Partner

