



## Altech gains visibility into rep performance with Buddy BI

Altech supplies industrial automation components to OEMs and system integrators across North America. With a wide rep network and a reputation for reliability, they serve customers through thousands of monthly transactions.

### The Challenge

Sales data from rep firms was siloed in folders and spreadsheets. Without a way to compare, sort, or filter it, the team had no visibility into rep performance, sales trends, or gaps in coverage.

### The Solution

Buddy BI centralised years of sales data into a single visual dashboard, showing:

- Sales by rep, product, region, and client
- Trends by month and year
- Territory heatmaps
- Cross-filtering to drill into insights

### The Results

- ✓ **Hidden opportunities now visible**
- ✓ **Manual reporting replaced with live dashboards**
- ✓ **Better, faster sales decisions**



Buddy Finnie  
Altech Corporation

*Before working with BuddyCRM, we had years of third-party sales data coming in from partners across the U.S., but no effective way to consolidate it or make sense of the bigger picture.*

*That all changed when we implemented their Business Intelligence tool. Now, we can easily track where our products are being sold, by state, by company, and even down to the end user, all through a fully interactive, visual dashboard.*



# Buddy BI

## CLEAR INFORMATION FROM YOUR BUSINESS

Used by sales teams across the UK and US

Case study powered by BuddyCRM | [buddycrm.com](https://buddycrm.com)