

Turtle Wax

Turtle Wax Deploys LogiXML Software to Leverage the Value of ERP Database

Internal reporting system called INFOQUEST, based on Logi 8, provides managers data to gain a competitive edge



When you hear the name Turtle Wax it may bring back a nostalgic memory of a radio and TV jingle touting their unique “hard shell finish.” The feeling of quality and customer confidence this tag line inspires is certainly still there. However, the Turtle Wax company is clearly not nostalgic when it comes to their IT infrastructure. The company runs a very sophisticated ERP system and has deployed LogiXML products to help convert that data into useful business information for managers.

Turtle Wax is the number one selling brand of car care products in the world with sales in 90 countries. Founded more than 60 years ago in Chicago, the company is recognized for manufacturing appearance and performance car care products for the retail consumer.

Turtle Wax products are marketed virtually everywhere. This fact generates a great deal of data. And this data, collected from tracking the complexity of product transportation, retail outlet performance, product mix balance and a host of other situations, in turn, needs to be examined through reporting and analysis.

“Our challenge is to harness the database generated by our ERP system applications and to present that data in a way that our managers at Turtle Wax can really use to manage the business,” says Donald DuBay, director of information technology at Turtle Wax



“The LogiXML products matched our internally-defined criteria for what we refer to as ‘data mining’. By that, we mean a general purpose product for accessing our data and offering the opportunity for our managers to analyze the information;

the goal is to find actionable business intelligence that will help Turtle Wax maneuver more efficiently in the very competitive automotive supplies business.

As we searched for the proper tool, we used due diligence by searching BI products known to us and extending that search to the Web to find products that met our criteria. “

“LogiXML offered an outstanding solution that worked well with our databases, was Web-based, and easy for our managers to grasp and use. The server-based pricing helped us stay on budget.”

“Our managers understand the value of data access and analysis. For years, we have had a tool we named INFONOW—an archival repository of reports we have published. It allows easy searching and referencing for daily, monthly, annual reports currently published—while storing their predecessors from prior days, months, etc.”

“However, reports are static snapshots of information with no easy ability to look into details beyond the level given by the report.”

“We have employed a new marketing strategy to ‘advertise’ the Logi product internally. We call the data mining capability INFOQUEST, which stands for: Interactive Negotiable Format, Offering Quick Understandable, Enterprise-wide Structured Trends—and it has been successful in promoting widespread adoption. These are all capabilities of the Logi product and they are the key demands of our management team. A great match.”

“INFOQUEST allows our associates to have quick access to current data—at many different levels of detail using the drill-down mechanism; and we have developed customized Dashboards that present the most relevant information to the individual manager based on his or her needs”.

“The initial rollout of INFOQUEST, which contains our sales facts, has been a great success and we are now expanding the implementation to the next tier of users as well as adding more data such as financial and operational data facts.

The LogiXML team has helped us every step of the way,” concludes DuBay.