

How **High Speed Gear** Used Real-time Visibility to Reduce Spreadsheet Work and Identify 211 Inefficient SKUs

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Executive Summary

High Speed Gear Products Group (HSG), a premium manufacturer serving military, law enforcement, competitive shooting, and commercial markets, has grown into a complex multi-brand operation managing nearly 5,000 SKUs across multiple business segments.

As the business expanded through acquisitions and product diversification, manual Excel-based reporting became increasingly difficult to maintain. Leadership relied on time-consuming spreadsheet work, delayed reporting cycles, and manual data manipulation that introduced risk into operational and financial decision-making.

By implementing Business Central Insights (BCI), powered by Microsoft Power BI, HSG transformed how data is accessed, analysed, and used across the organisation.

Today, HSG uses BCI to:



Deliver real-time, 24/7 operational and profitability visibility



Eliminate hours of manual reporting every day



Improve sales and manufacturing decision-making



Reduce operational waste and inefficiencies



Enable leadership to access critical business insights instantly

BCI has become a central operational tool helping HSG scale efficiently while supporting continued growth through acquisitions and evolving market demands.

The Challenge

As High Speed Gear expanded across military, law enforcement, retail, and commercial markets, operational complexity increased dramatically.

The business manages:



Nearly 5,000 SKUs



Multiple brands and acquisitions



Thousands of dealer relationships



High-volume manufacturing operations



Diverse customer segments with different purchasing behaviours

Despite this growth, reporting processes remained heavily manual.

Leadership relied on Excel spreadsheets, manual data downloads, and formula-based reporting to understand profitability, production efficiency, and sales performance.

The process was time-consuming and increasingly risky.



"One wrong formula can change everything. When you're managing millions of dollars spent across multiple brands, it has to be accurate."

Allison Mitchum, Vice President of HSG

Manual reporting created several challenges:

- Significant time spent downloading and manipulating raw data
- Delayed access to operational insights
- Limited visibility across departments
- Difficulty identifying inefficiencies quickly
- Dependence on manual reporting support

The company had even dedicated a full-time assistant role to building and maintaining spreadsheets.

At the same time, leadership needed faster, more reliable insights to support operational growth, acquisitions, and increasing production complexity.

"We were flying blind in some areas. Sales teams didn't always know which customers were growing, declining, or what opportunities were being missed."



Why Business Central Insights (BCI)

HSG knew the business needed a more scalable and reliable reporting foundation.

The goal was not simply to replace spreadsheets, but to create a system that could:

- Deliver real-time operational visibility
- Support faster decision-making
- Reduce manual effort
- Scale alongside business growth
- Adapt to future acquisitions and operational changes

After evaluating multiple analytics and reporting platforms, most still required heavy lifting: building data models, writing measures, and designing dashboards from scratch.

HSG selected Business Central Insights because of its flexibility, responsiveness, and practical business focus.

Unlike traditional reporting tools that still required heavy manual work, BCI provided:

Ready-to-use operational dashboards

Deep Business Central integration

Automated reporting and subscriptions

Flexible drill-down capabilities

Ongoing expert support and development



"The flexibility that Dejan from BCI offered straight out of the gate was a game changer."

The implementation experience was equally important as the technology itself.

Rather than simply delivering reports, the BCI team worked collaboratively to help HSG build reporting capabilities tailored to the business.



"Dejan didn't just install BCI for me. He showed me how to build it myself. That made all the difference."

BCI also eliminated the slow support processes common with other enterprise software platforms.



"I can't wait three weeks to solve a problem. If I need information, it's for a good reason."

Implementation & Early Value

The impact of BCI was immediate.

Within weeks, HSG moved from manual spreadsheet reporting to automated, real-time operational visibility.

Leadership gained instant access to:



Daily shipment reporting



Profitability analysis



Sales performance tracking



Manufacturing insights



Customer purchasing trends

What once required hours of manual effort became available through automated bookmarks, subscriptions, and dashboards.



*"Now I have bookmarks," **says Mitchum.** "I can come in every morning, hit a bookmark, and instantly see what we shipped yesterday and the profitability we made."*

Executives also gained the ability to access information independently, without waiting for manual reporting support.



"If it's Saturday morning and I need to know what I'm walking into on Monday, I can get that information instantly."

The business quickly embedded BCI into daily operational workflows across sales, manufacturing, and leadership teams.



"It transformed how I look at the business."

Tangible Results

With BCI in place, HSG transformed operational visibility and decision-making across the organisation.



Time Savings & Efficiency

- \$40,000 annual manual reporting cost removed through reduced spreadsheet support
- 15 minutes spent per day on key report preparation versus previous 6 to 7 hours
- Automated reporting subscriptions and dashboards
- Instant access to operational and profitability data

"I could never go back to the old way." Allison Mitchum, Vice President of HSG



Improved Sales Performance

- 36 declining accounts identified for sales follow-up
- 500 customers/dealers now tracked for year-over-year sales performance
- Surfaced several revenue recovery opportunities through customer performance reporting

"Now the sales team can immediately see when a customer is down and take action."



Manufacturing Optimisation

- 211 SKUs removed from inefficient production runs
- Improved factory throughput and operational efficiency
- Reduced costly small-batch production interruptions
- Better visibility into order frequency, volume, and profitability

"We were able to eliminate 211 SKUs from factory runs that were creating inefficiencies."



Faster Decision-Making

- Real-time visibility across operations
- 5 to 15 minutes to access key operational data
- 15 users now able to self-serve reports without manual support

"There's something liberating about being able to get the information yourself whenever you need it."

Deeper Business Impact

Beyond efficiency gains, BCI has become a strategic operational tool supporting HSG's long-term growth.

Better Operational Visibility

Departments across the organisation now use data more proactively.

Sales teams use customer-level reporting to identify opportunities and improve account management.

Manufacturing leaders use operational insights to improve production planning and reduce waste.

Leadership gains instant visibility into profitability, operational performance, and business trends.

"We can make better and more informed decisions because we finally have leverage with data."



Allison Mitchum,
Vice President of HSG

Greater Agility & Responsiveness

BCI enables HSG to react faster to changing business conditions, customer behaviour, and operational demands.

This flexibility is increasingly important as the business continues expanding through acquisitions and product diversification.

"It doesn't feel finite. It feels like something that can help our business grow for many years to come."



Stronger Executive Control

Leadership no longer depends on manual reporting cycles or business-hour support to access critical information.

Executives can securely access live operational insights at any time while maintaining confidentiality around sensitive business information.

"It puts leadership in a position where we're not relying on anyone else to get critical information."



Partnership & Continuous Improvement

For HSG, one of the biggest differentiators has been the ongoing partnership with eKnowtion and the BCI team.

Rather than delivering a static reporting tool, BCI continues evolving alongside the business.

Key benefits include:

- Rapid response support
- Collaborative problem-solving
- Continuous feature enhancements
- Flexibility to adapt to new operational requirements
- Ongoing product innovation

"Every time I come to Craig from the BCI team with an idea, the answer is always: 'We can do that.'"

The partnership model gives HSG confidence that its reporting and analytics capabilities will continue scaling with future growth and acquisitions.

"It feels like a platform that grows with us, not something we'll outgrow in two years."

Upcoming innovations, including Warehouse Insights capabilities, are expected to further expand operational visibility across the organisation.

What's Next?

With a scalable reporting foundation now in place, HSG is focused on expanding the use of BCI across additional operational areas.

Future priorities include:



Deeper finance team adoption



Expanded warehouse and manufacturing insights



Enhanced operational forecasting



Greater cross-department reporting visibility



Support for future acquisitions and business growth

As the company continues evolving, BCI will remain central to helping leadership make faster, smarter, and more confident decisions.

"We've gone from manually building spreadsheets to having instant visibility into the business. That changes everything."

Allison Mitchum, Vice President of HSG

See what **Business Central Insights** can do for your business

Business Central Insights is a suite of pre-designed Power BI apps for Microsoft Dynamics 365 Business Central. It delivers ready-to-use dashboards, 1,000+ pre-built measures, and the underlying data model. Installed in minutes, not months.

Start your 30-day free trial

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