



## ERP provider delivers affordable self-service dashboards and reporting with open source BI.

MSV Solutions, based in Sao Paulo, Brazil, provides IT services and software for a wide range of clients. The company specializes in Enterprise Resource Planning (ERP) solutions, along with CRM, Business Intelligence (BI), and Retail/Point of Sale solutions. MSV also provides custom software development, project management, quality assurance and other related services. The company, founded in 1984, is an Oracle® Certified Partner.

MSV's flagship solution, MSV/R5, serves as an end-to-end business and operations management platform for more than 60 companies in the automotive and related industries. Companies use the R5 ERP solution to manage inventory, payroll, accounting, sales, billing, receivables, and other business-critical activities.

"Most of our customers use MSV/R5 and nothing else to manage their business," says Carlos Inglez, Product Development and Support Director at MSV. "Other than very specialized production control functions needed by manufacturers, R5 has everything they need."

### Robust ERP for the automotive sales industry—and beyond.

Businesses using MSV/R5 include large automotive dealers –notably, those focusing on commercial fleets—and the two largest Volkswagen dealers in Brazil. These companies use R5 to manage sales, warranty administration, parts, service, and other critical activities. The solution is also integrated with factory-based software solutions, extending customers' control up the supply chain. Auto part manufacturers use R5 to manage inventory, production scheduling, and other functions.

R5 was developed (and runs on) Oracle Application Express, the web application development tool from Oracle. "We used this environment to create virtually all of our ERP solution," says Inglez. "It creates on-screen reports, forms, and other solution components, all based on Oracle's PL/SQL language." The web application tool also function as an application server for running the solution making the runtime platform suitably affordable for MSV customers.

Reporting and Business Intelligence, however, is another matter. “Though the entire technology stack is Oracle-based, properly licensing Oracle’s reporting solution would have been prohibitively expensive,” says Inglez. “But reporting is a critical part of our solution, so we had to look elsewhere.”

### Finding high quality, affordable reporting functionality.

At an Oracle developer tool user group forum, Inglez got a good look at Jaspersoft Business Intelligence technology. He was able to learn how it was being used by other group members to meet their reporting needs on the Oracle Application Express platform. Because it was an open source solution, offering significant savings over proprietary solutions, the Jaspersoft technology looked like a good fit for the MSV/R5 solution.

*“Yes, there were other BI options,” says Inglez. “But Jaspersoft had a reputation among our group members as being very well supported technology, and that was important to us.”*

Inglez decided to integrate the community (open source) edition of JasperReports Server into the R5 solution on the Oracle Application Express platform. After working with the two technologies for a short time, MSV decided Jaspersoft would work well—and decided to become a Jaspersoft partner, with a license allowing MSV to re-sell an integrated ERP and BI solution for their customers.

“We also wanted to use some of the more advanced features available through the commercial version,” says Inglez, referring to the dashboarding and ad hoc reporting available with Jaspersoft Server Professional. Partly because he had seen how other organizations had already achieved Jaspersoft integration with their OAE applications, the task of fully integrating Jaspersoft’s commercial version with MSV/R5 was straightforward, reports Inglez.

### Project details/highlights

Other than Jaspersoft BI technology, the MSV solution’s entire stack is 100% Oracle. Integration with JasperReports Server is achieved primarily through HTTP calls. “This way we don’t have to expose complexity to our end users,” says Inglez.

There was one small challenge: because of the specialized nature of some of MSV/R5’s functionality, Jaspersoft’s built-in language and currency translations didn’t quite cover all the data attributes managed by the solution. “I had to manipulate a number of translation files to get it all working perfectly,” says Inglez. “Beyond that, *everything was quite easy. Training was never an issue—it all worked seamlessly.*”

## CASE STUDY

Now, MSV's customers take advantage of the Jaspersoft technology to get a clear picture of what's happening within their businesses, monitoring everything from sales and demand to supplier payments. "Management types use dashboards to keep tabs on their business," says Inglez. "This gives them a real-time view of what's happening." Standard offerings are sometimes supplemented with custom dashboard configuration. Additionally, reports covering a wide range of business functions are run nightly and emailed to end users.

Jaspersoft's ad hoc reporting capabilities have been particularly valuable and well received. The MSV team worked to expose a number of pre-defined queries using the Jaspersoft metadata layer so that end users can define and generate new reports without assistance from IT.

"Our customers might need to quickly identify which product categories are selling well, and which are not," says Inglez. "The next day they might want to weigh the costs of carrying higher inventory to support growing demand in an area. Or to compare demand across locations." With Jaspersoft's ad hoc reporting capabilities, customers can quickly respond to these questions, on their own, with little effort and training.

## Looking forward

Now, Jaspersoft dashboarding, reporting, and ad hoc query capabilities are being rolled out to the more than 60 enterprises currently using MSV/R5. "We're seeing a good response from our customers," says Inglez.

New prospects, of course, will see MSV/R5 fully integrated with Jaspersoft BI, which Inglez sees as a big plus. *"The implementation has been a complete success," he adds. "I'm certain both our customers and prospects will be very pleased with their powerful new BI capabilities."*

## About Jaspersoft

Jaspersoft provides the most flexible, cost effective and widely deployed Business Intelligence suite in the world, enabling better decision making through highly interactive, web-based reports, dashboards and analysis. Leveraging a commercial open source business model, Jaspersoft provides end-to-end BI capabilities at a fraction of the cost of other vendors. The BI suite includes pixel-perfect enterprise reporting, ad hoc query, dashboards, OLAP and in-memory analysis, and data integration. Jaspersoft is the only BI vendor that enables companies to adapt to the new, virtualized world by providing a complete spectrum of on-premise, multi-tenant SaaS and cloud-based deployment options for both embedded and standalone business intelligence. Unlike traditional BI vendors, Jaspersoft is built on a modern, lightweight, standards-based architecture and offers greater vendor independence thanks to its open source codebase. Unlike niche BI vendors, Jaspersoft represents a safe choice with tens of thousands of production deployments across a wide range of industries.

Jaspersoft's open source business intelligence software has more than 13 million product downloads worldwide, 160,000 production deployments and over 14,000 commercial customers in 100 countries. Its BI suite is advanced regularly by a development community of more than 200,000 registered members. For more information visit: <http://www.jaspersoft.com> and <http://www.jasperforge.org>.

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