



# Wynne Rental Result Data Transformation Options

The Wynne ResultResult analytics package capitalizes on the power of the data collected across the system to allow you to build KPIs, summary reports, and analysis rapidly and efficiently. However; there are situations where our customers want to migrate the data to another business system. We can easily support those needs using ETL (Extract, Transform, and Load) tools to transform your data from its transactional format within the main database to a snowflake structure for optimized reporting.

For businesses requiring consolidation with corporate data or other systems, the RentalResult analytics package can be customized. We offer data transformation and export services for managing data between disparate business systems, including web service driven integration, batch data transport, and simple XML or SQL extractions as needed.

## Analytics Database Structure

We created data marts structured for query and analysis, designed with a high concentration on accessible performance, and made to provide a view of key organizational data. These data marts are then combined together into a single analytics package. The database takes the data from the relational database structure, which underlies the RentalResult system, transforms it using ETL tools from [Pentaho](#), and combines it into a mixture of dimensional data (ie: branch, region, customer, etc.) and value-based data (ie: quantity, invoice value, book value, etc).

The RentalResult analytics database was designed using a Constellation Schema, which means that essentially the key data (for example invoice information) resides in the center, surrounded by and linked to all the dimensional data (Snowflake) that provide the different analysis options



available in the analytics package. Multiple snowflakes are joined together to form the Constellation.

## Dimensional Model

Cognos is currently used to create a dimensional model against the Snowflake and Constellation Schema to ensure that reporting is as simple as possible. The aim of RentalResult analytics is primarily to support self-service style reporting as well as make complex analysis easier. Cognos creates a layer of abstraction between the users and the raw table structures that makes it easier to work with the numerous variables.

The RentalResult analytics package is currently offered as a cloud hosted solution, utilizing Amazon's Redshift data warehouse service. This scales up to petabytes, should it be necessary, but the key element of this option is that Redshift is optimized for data warehousing that uses columnar storage technology to improve I/O efficiency and queries. [Redshift](#) uses massively parallel processing architecture (MPP) for high performance data processing.

The database structure and the use of the cloud hosted solution also make it easy to add additional data transformations from other systems where you need to combine external data with RentalResult information. This can be done using either the ETL tools from Pentaho or alternative tools, if these are provided with your external system.

The type of reports that can be obtained from the standard package are listed below:

### Asset (unique e-coded assets, or bulk assets)

Fleet Aging by Quantity and Value  
 Physical Utilization  
 Financial Utilization  
 Free Days as a % of Total Days  
 ROI This Month (Rental Revenue This month \* 12/Book Cost)  
 ROI Rolling 3 Months (Rental Revenue last 3 months \* 4 / Book Cost)  
 ROI Rolling 12 Months (Rental Revenue last 12 months /Book Cost)  
 Gross Margin (Sales) Variable Costs against Revenue  
 Fixed Costs against Revenue  
 Rental Margin % (Rental Revenue – Costs/Rental Revenue)  
 Wash Out  
 Gross Profit  
 Average Assets  
 Maintenance Ratio

Labor costs as a % of Variable Costs  
 Parts costs as a % of Variable Costs  
 Maintenance Costs by Manufacturer

### Customer

Customer Attrition Rate  
 Opportunity Success / Failure  
 Average Sales by Customer %  
 Repeat Business  
 Average Sales by Salesperson  
 Average Sales by Location  
 # Locations used per customer %  
 New v Old customers  
 % Sales to New v Old customers  
 Average Lifetime value of customer  
 % Returning Customers  
 Sales Productivity (Revenue / # sales reps)  
 Customer Productivity (Revenue / # customers)  
 Revenue by SIC  
 Revenue by Salesperson  
 Customer # by SIC  
 Average Revenue per transaction



Quote Conversion Ratio  
Outstanding Quote Ratio  
# quotes by Salesperson  
Cost of business (# Activities /  
Revenue) Change in spending  
pattern

**Invoices**

Average Discount per invoice  
Average Revenue per Invoice  
Value Add Revenue % (Revenue  
from accessories and extras / total  
revenue) Extras as a % of total  
revenue  
Average Discount given  
Lost revenue due to discounts  
Lost revenue due to free days  
Revenue by Region / Branch  
Revenue by Country / State  
Credits as a % of Revenue  
Average Credits given by  
Customer  
Average Credits given by Location  
Damage Revenue by Product  
Average # Credits given  
Average # Invoices raised  
Top X Products  
Top X Customers  
Top X Sales reps  
Average Daily Rate by Product /  
Item Group  
Customer / Time spending  
analysis  
Cash Customers as a % of  
Revenue  
Revenue by Project / Subcode  
Top X Projects

Of course, if you already have a corporate data warehouse and are simply interested in moving data from RentalResult to your existing warehouse, we can use the same ETL tools and standard transformations to send the data to a different destination.

If you prefer to use ODBC or JDBC to access data and pull base data to a data warehouse, this can also be enabled.

