



## Better stock management helps track customer trends.

Cognos BI enables Rosy Blue to conduct everyday business smoothly. The solution helps the company attain better stock visibility, thereby improving decision-making.



### Client profile

Rosy Blue is one of the largest diamond and jewelry companies in the world with an annual turnover of about US\$ 2 billion. Rosy Blue operations cover diamond trading, certificated diamond trading, diamond manufacturing, jewelry manufacturing and jewelry retailing. The company is spread across the globe with diamond trading offices in India, Belgium, USA, UAE, Hong Kong, Japan, and Russia. The company has diamond factories in India, Thailand, Sri Lanka, China, Armenia, and South Africa. Rosy Blue does jewelry retail, trading, and manufacturing in India, US, China/Hong Kong and Japan.

### Task

Rosy Blue was looking for a solution to help manage its worldwide inventory. This problem was particularly acute, given the nature of the industry. Rosy Blue wanted the management to get an overall view of where stocks were available, along with an understanding of what goods were moving. The company has about 0.5 million SKUs defined. In factories, the management wanted to track the stocks and manufacturing cycle times. In the sales function, the management wanted to understand what customers were buying and market trends. This was critical for procurement and manufacturing.

*“Cognos has helped us get visibility of our stocks on a daily basis. We are much better equipped to take decisions on what polished goods to manufacture. Cognos has also helped us track what customers have purchased in the past, which in turn, has helped us proactively meet customer requirements.”*

**Russell Mehta**  
COO, Rosy Blue India

### Solution

Rosy Blue acquired Cognos 7 and 8 Business Intelligence, which was integrated with Oracle JD Edwards. IBM partner, World IT Consulting, developed 180 reports and 50 cubes and conducted migration from Cognos 7 to Cognos 8. Besides, the team developed about 30 alerts and 10 dashboards to ensure Rosy Blue smooth everyday business. For monthly management presentations, World IT Consulting helped Rosy Blue integrate Cognos 8 BI with Microsoft Office. Rosy Blue has outsourced development, help desk support and maintenance of the system.

### Benefits

- Turnaround time in manufacturing locations reduced
- Inventory across stages and factories reduced
- Margin of goods manufactured improved with better tracking of yields at various stages
- Tracking of customer purchase trends enabled
- Usual customer requirements identification enabled regardless of location
- Management of sales across customer segments enhanced
- Tracking of profitability by polished and rough categories as daily profit and loss made possible



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