

# United Equipment Selects Dundas Dashboard

The Comprehensive Dashboard Platform “Satisfied All Of The Criteria That We Set.”

## Background

In 2005, a group of high-profile business people united with a single vision: to establish an Australian network of materials handling outlets. Their vision was realized when their highly successful company combined resources to operate as United Equipment Pty Ltd. Today, United Equipment’s primary function is the sales, service, rental and operator training of forklifts, telehandlers and access equipment. Our vision is to become the Australian supplier of first choice in materials handling and access equipment. This vision is the founding principle behind the creation of the company and forms the spearhead of our strategic direction.

## Business Challenge

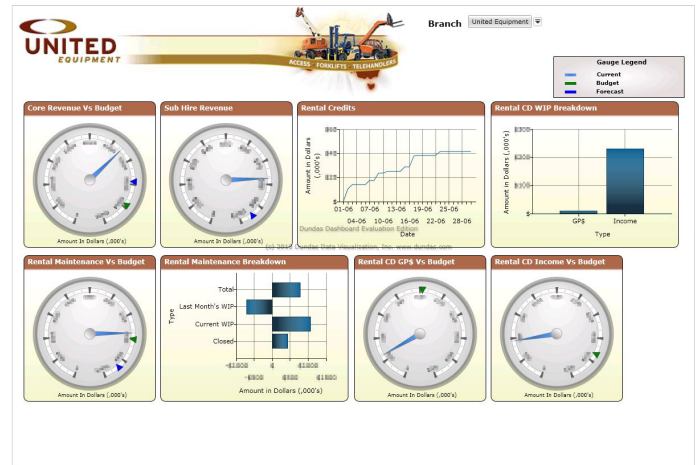
United Equipment has well-established systems and have been using Microsoft Dynamics and WennSoft Equipment & Service Manager for many years. These systems are well suited to the business and have provided excellent operational and management tools to the business.

Although the reporting capability is excellent, we were looking for a tool that could clearly display the business’s key performance indicators (KPIs). It is well understood that a picture paints a thousand words and we had seen a number of businesses that were able to graphically present the KPIs of their business. This enables senior executive management and other managers to quickly and easily see where the business was performing well and what areas needed attention.

The tool we wanted was something that we believed could add value to our business - and we subsequently searched for how this could be done without having to reinvent our current systems that work well for us.

## Why Dundas Dashboard?

One of our IT developers searched for a system using a wide variety of criteria. The first was “ease of implementation.” Dundas Dashboard was a very easy solution to implement. Once you had the basic data for each dashboard, it was simply a matter of defining dimensions and KPIs, which you could then drag and drop onto each dashboard. Overall, as a developer I



found Dundas Dashboard easy to use. It didn’t take too long to get used to the interface and I was able to create dashboards quickly, after just a few hours using the system. Users, too, find Dundas Dashboard easy to use. As long as each dashboard is created in a consistent manner by the developer, users are able to start navigating and using dashboards quickly.

Another important criterion was “timeliness of implementation.” Once the data sources were defined, it only took a few hours to create a dashboard. As long as the implementation is well planned, solutions can be created very quickly.

The presentation aspect was also important to us. With the options available in the design interface, it is easy to create professional-looking dashboards quickly. The data visualization controls available look good without any editing and a few quick changes to properties of the controls and you can match the colour scheme you’ve chosen for the implementation. The scripting facility also extends this functionality and makes it easy to manipulate the design of a dashboard to react to user input or changes in data.

Finally, one of the main reasons we chose Dundas Dashboard was for its affordability compared to other products. We found no other product that met our requirements for prices anywhere near the cost of Dundas Dashboard.

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We are pleased to say that Dundas Dashboard satisfied all of the criteria that we set (and the support from Dundas is quick and helpful, I haven't had to wait for very long to get a response). In addition, one of the main reasons for selecting the product was due to the recommendation of our IT developer, as per his quote below:

“From a technical perspective, the main reason I was interested in using Dundas Dashboard is due to the time it took to produce a full working dashboard. Once you had the query for the data (which we already had in most cases because the dashboards were just summaries of existing reports) you just had to define the dimensions and KPIs and the graphs/gauges/etc. were ready to be placed on a dashboard.”

Overall we have been very happy with our decision and have developed a good number of KPIs which are already helping keep management informed on a daily basis and guide them in knowing what areas they need to focus on. We would certainly recommend this product to others and are happy to answer any questions people may have.

**David Maxwell**  
**Finance Director**  
**United Equipment Pty Ltd**