

Engro Foods is among the biggest and fastest growing companies in Pakistan with a vision to cater to local needs with products conforming to global standards. Highly passionate about providing millions of people across the length and breadth of Pakistan and beyond with the ultimate brand experience, our product portfolio comprises some of the country's biggest and best-selling brands including Olper's, Olper's Lite, Omore, Dairy Omung, Olper's Lassi and Tarang.

### **Problem Statement**

Engro Foods required a BI solution to support its daily business needs of intelligent reporting and real-time business insights, and currently evaluating number of technologies with their parameters to choose what is best to fit its current environment. They required such a solution that was secured, extendable and user-friendly.

### **Solution**

Inseyab provided a POC on two out of the best technologies that best fit Engro's needs using Microsoft BI stack and MicroStrategy technologies, Engro Foods intends to evaluate the concept with the technology that is up-to-date following BI standards and methodologies.