oBIs

Online Business Insights Service



CASE STUDY

HPC GROUP

QUICKLY ACHIEVING IN-DEPTH ANALYTICS

HPC Group is the second largest building materials business in Ireland currently trading from nineteen stores with more than 400 employees. The group comprises of **TJ O'Mahony** a leading provider of building materials and DIY products, **PH Ross** one of the best-known heating and plumbing suppliers as well as specialist operations including dedicated divisions covering groundworks, roofing and insulation solutions, timber and panelling products.

In 2023, HPC Group acquired the business of **HandyHardware.ie**, one of Ireland's largest tools, hardware, workwear, and safety product e-commerce platforms.

Padraig Tierney is the **Head of Finance at HPC Group** – we asked him a few questions to help explain how HPC Group have benefited from implementing **OBIS**.

> "Our reporting is now fully cohesive...we are all focusing on the same goals"

QUICK FACTS

Industry: **Retail**

Hardware & Building Materials

Location: **Ireland**

Employees: **400+**

Turnover: **€151m**

Customer since: **2013**

Solution: **OBIS**

Website: **https://tjomahony.ie/**

The Challenge

Q: What were your pain points prior to starting to use OBIS?

A: We had been using our on-site version of the Diver Solution to report on sales and sales orders, plus some financial reporting. With the business expanding so quickly we wanted a more comprehensive solution that would quickly give us further insights into the Sales data, some Stock analysis and Customer/Product Profiling. We just didn't have the time to sit down with anyone to specify and design what we were looking for. We also didn't want the expense of getting our needs met by a bespoke system designed just for us, and also have to expand our own servers to cater for all the extra software requirements. All of these steps would take a lot of time and would be expensive.

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Q: When did you first come across OBIS?

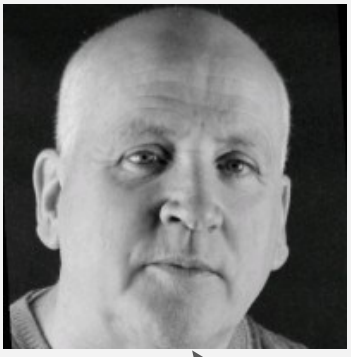
A: I first met with the team at Dynamic Business Informatics when we purchased the **Diver Solution** for our business analytics at previous role with McCarthys and Kildare Builders in 2009. When I moved to T.J. O'Mahony's (now HPC Group) in 2013, we again used the **Diver Solution** to bring the **Integrity**, **Kerridge** data and in-house **Remedy** data together for reporting. At the time we were also migrating all the existing 5 sites onto Remedy.

As time went on, we continued to use our bespoke, local BI application built using **Diver** throughout our expansion to report on 19 stores (as at December 2025). Then, Dynamic Business Informatics introduced us to their new, very comprehensive **Online Business Insights Service** earlier that year. They developed **OBIS** from the latest **Diver Platform** BI software, from their long experience working with hardware and builders' merchant chains like HPC. It covers multiple business areas of analytics which we had not developed within our on-site version.

The Goal

Q: What was your ideal goal when considering the move to OBIS?

A: Our goal was to get more in-depth, sophisticated analytics across a broader business view with as little pain and upheaval as possible. As a trusted supplier DBI had the answer – they had already designed most of what we needed in their easily accessible **Online Business Insights Service**. In addition they included some modules we hadn't expected – in their **Basket Analysis** and **Rebate Management** modules! We also wanted to have access to the analytics across a broader user base including store managers.



"everything we needed was already in their online application"

Padraig Tierney

The Solution

Q: What was involved for you in moving from the older Diver Solution analytics to getting you up and running on OBIS?

A: We had very little to do actually. The extracts from our current databases were converted by DBI into feeds that could be sent nightly over to the secure online OBIS server hosted by Dimensional Insight in the Netherlands. From just about the very first day when the data was sent over to the OBIS server, we were able to see the results and up to date reporting across several OBIS modules in an easy to consume set of dashboards and reports.

It was a no-brainer to adopt this new service, as we could now benefit from insights into every area of our business without the pain of development time – everything we needed was already in their online application. And there was an option to add custom reports. It's also scalable so we can add on more sites and more data easily.

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The Results

Q: How do you consume the information from OBIS?

A: Our users have a secure logon to the OBIS server via a web url, and they can navigate around the various modules depending on their role. The dashboards have a lot of information at high level, but we can dive down into the detail to "ask" and "answer" our own questions about trends and anomalies in trading patterns, like gap analysis of products or drifting customers. We can see stock levels on a store level and group level, right down to each individual SKU, as well as getting an overview of slow-moving stock and the detail beneath that for example. There's just so much to help with store management. Everything is framed in a time-based context which can easily be changed depending on what you want to see.

Favourite Aspects

Q: What is the most useful and/or time-saving component of the package?

A: Well, in my opinion, all the reports and dashboards are useful, and save time as the data is so easily accessible. We can now roll out access across the organisation's management team and make the portal available to our branch managers. Our reporting is now fully cohesive – they can all self-serve and we know that we are all focusing on the same goals.

We can also restrict access to allow stores to view select data and only the modules they need to use. It allows them to focus on the key areas rather than overwhelming them with everything. By doing this we can focus our peer review between branches.

KEY TAKEAWAYS

- In-depth sophisticated analytics
- Comprehensive set of modules
- Dashboards covering each module
- Quickly & easily implemented
- Scalable to all stores and management
- Costs low as OBIS is SaaS
- Matches needs of hardware chains
- Bespoke reporting available

> "There's just so much to help with Store Management"

What's Next

"DBI are always adding new features and reports to the portal. As they take on more customers some of the customised reports are considered useful for all users of OBIS, so we get the benefit of new developments and insights as they are incorporated. 2026 will see us widening the use of OBIS within our team using the restricted access functionality."

Padraig Tierney, Head of Finance, HPC Group

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About Dynamic Business Informatics

DBI is a leading developer of integrated business intelligence and performance management solutions using the Diver Platform. Our mission is to make organisational data accessible and usable so everyone from analysts to line of business users can get the information they need to make informed, data-driven decisions.

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