CASE STUDY:

Report optimization in the FMCG industry

Industry:

FMCG

Country:

Poland

Solution:

Qlik, K4 Analytics

Duration:

10 months, 6 months K4

The previous module was based only on sales reports. The new system allows us to present, among other things, the delivery quality index (we are not limited to one set of data, but freely combine data from different areas).

Overview:

The main goal, in relation to the merger of the companies, was to link the two reporting systems. The current system was too inflexible and prevented joint reporting for both companies.

Context:

The Client considered two possible solutions. The first was to build a data warehouse based on the SAP system, with feeding it with archival data and as a result enabling analysis of both current and historical data in both companies. The second option was to implement a modern Business Intelligence system based on the Qlik tool, with the possibility of feeding it with both archived data from the previous system and current data from SAP.

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Challenges:

- Two companies that were using different ERP systems before the merger: SAP and Asseco SoftLab (we entered shortly after our Client merged with other company - hence two systems).
- No unified sales reporting solution, no additional reports.
- The Client used a very simple report built in SAP, taking data from CO-PA (controlling module in SAP, sales and accounting sales profitability).
- Most of the analysis was conducted according to the rule - export to Excel, then combine and build reports on the Excel side.
- The slowness of the SAP report, the time of generating data for a period exceeding 3 months lasted from a few dozen seconds to even a few minutes.
- Lack of ability to present historical data from the previous ERP system - SoftLab, which resulted in the need to create additional reports in Excel.
- Lack of an integrated planning system, all planning elements were created using Excel (necessity to export both master data and execution/historical data from ERP systems).

Benefits:

- Current data and historical data in one place.
- Reduced time to present/display data.
- Ability to add data sources other than SAP.
- Ability to present cross-sectional data from many different areas (sales, logistics, finance, production).
- Ability to present data to employees at different levels, depending on their level of authority.
- Ability to plan sales (volumes, values, discounts, margins) using data existing in the SAP system (historical sales, prices, customer discounts, manufacturing costs).
- Ability to plan production based on sales plans, using data from the production module of the SAP system (BOMs, itineraries, dictionary of production nests, etc.).

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Areas covered in the implementation:

Reporting:

- Multidimensional sales reporting along with profitability.
- Inventory reporting.
- Reporting on the rotation of goods and raw materials.
- Reporting of customer service quality indicators (CSL).
- Reporting of raw material and time deviations for production.
- Reporting of raw material purchases.

Sales planning:

- Sales volume planning.
- Discount planning.
- Planning manufacturing costs.
- Sales price and promotion planning.
- Sales cost planning.
- Product margin planning.

Production and inventory planning:

- Planning production volumes based on the sales plan and current inventory.
- Planning of production cells occupancy.
- Planning production workers requirement.
- Raw material inventory planning.