

Business Intelligence at your convenience



“ QlikView turns decision making into an easy process. Information which was previously scattered among different systems is now quickly available to the users.

Ovidiu Zanfir
IT & Logistics Manager

The Customer

Lekkerland Convenience is the Romanian subsidiary of Lekkerland AG&Co. KG, Germany, which provides a full range of services to convenience stores.

It supplies over 1,200 distribution points all over the country, including gas stations stores, catering companies, discount stores, supermarkets and hypermarkets, as well as independent (local) stores, with a wide range of products (about 2,500), including food, tobacco, drinks, non food, pet products, auto accessories, cosmetics and telecom products.

” Lekkerland Convenience has more than 150 employees and in 2009 generated a turn-over of 42 million euro.

The Challenge

Over time, Lekkerland implemented a suite of advanced business solutions (ERP, WMS, SFA and others), and were looking for a way to easily aggregate information coming from different systems, necessary for the management to make the right decisions at the right time.

Business situation

- Lekkerland was looking for a way to easily aggregate information coming from different systems it was using (ERP, WMS, SFA and others).

Benefits

- Fast access to accurate information
- What-if scenarios
- Marginal analysis showing the most and less profitable clients, products, sales agents
- Detailed analysis of expenses by cost centers
- Small time for reading and understanding the information.

The Solution

Lekkerland management understood the need for a business intelligence solution to provide the necessary tools for processing and analyzing the information related to the company's business. Therefore, they decided to acquire the innovative QlikView Business Intelligence tool.

QlikView extracts data from the existing ERP system and other data sources, allowing the decision makers in each department (Sales, Purchasing, Logistics and Finance) and the Top Management to use the relevant analysis and reports as basis for their business decisions.

- By using QlikView the **Finance department** is able to select, synthesize and analyze the financial information, being able to take

more realistic and appropriate decisions regarding budgeting, receivables collection, fixed assets etc. Expenses analysis by cost centers, cars, employees, accounts and accounting dimensions, actual versus budgeted expenses provide the management with a more clear view of the real situation and enforce better budgeting and increased cost efficiency. The system allows detailed analysis of account receivables balances, generates debtors' tops, late payments and receivables aging reports, cash flow reports, as well as fixed assets detailed analytics, thus enabling a more efficient receivables collection and a better control over company's cash flow.

- The **Sales** department can easily structure and analyze its activity, ensuring a better forecasting and business planning through KPIs analysis (detailed sales amounts, margins and markup analytics by diverse dimensions and temporal segments), sales evolution and trends and top analytics like deals, clients, products, sales agents, actual versus budgeted sales amounts.
- The lost sales analytics, ABC analytics (the identification of the clients/ products/ sales representatives having the biggest/ smallest contribution to sales amounts or to sales margins), what if analytics for sales, costs, quantities by clients, products, sales representatives, returned orders analytics and logistics analytics (product inventories, stock values, stock movements and evolution, detailed transactions and trend analytics, stock aging per products, warehouses, groups and categories) enable the sales department to identify key issues and elaborate proper sales strategies.

Benefits

- Accurate information, one single truth
- Fast access to information for better decisions
- What-if scenarios
- Marginal analysis showing which are the most and less profitable clients, products, sales agents
- Detailed analysis of expenses by cost centers generating savings
- Small time for reading and understanding the information due to QlikView filtering capabilities

For More Information

For more information about the QlikView Business Intelligence solution and other solutions provided by Matricia Solutions, please access www.matricia.ro or get in touch with us at office@matricia.ro or +40 21 2326232.