

Self-service controlling for sales managers



Solution:

Fujicolor Central Europe Photofinishing GmbH & Co. KG now has a flexible analysis system for sales controlling to complement its central data warehouse. The system allows sales managers to carry out their own, customized analyses as and when they need them. Within a few minutes, they can now prepare themselves perfectly for every single customer meeting.

Cubeware's contribution:

- Implementation
- Training

Technology:

- IBM AS/400
- Microsoft SQL Server
- Cubeware Team Server
- Cubeware Cockpit

Cubeware Cockpit delivers flexible sales analyses for Fujicolor Central Europe Photofinishing

With nine major laboratories in Germany and a total of 1,400 highly trained employees, Fujicolor is a market leader in the photofinishing industry. The group has almost 50 years of experience in the market.

Sales team faced with exacting demands

Digital photography has dramatically increased the demands on sales teams in the photofinishing industry. Controllers, sales managers and the field sales force now need constant access to key figures on products, business customers and revenues. The latest comparisons between budget and actual figures and the latest forecasts must be available at all times so that the correct decisions can be taken in good time.

More than just standard reporting

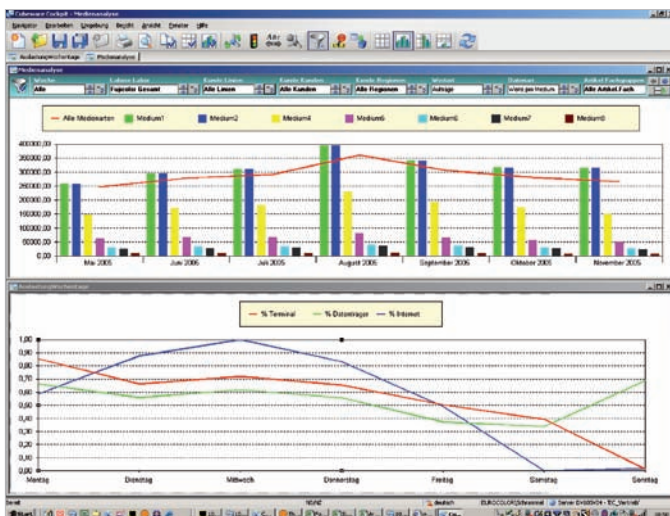
To control production, Fujicolor has a data warehouse that runs on IBM AS/400. This supplies data in a standard format from all the company's laboratories and supports central reporting and budgeting with standard reports. But sales staff require more specific information than this provides. Moreover, they need to be able to get this very specific information for themselves, and they may need it at any time. The data warehouse, which is based on the relational model, is very complex and cannot deliver this kind of flexible analysis capability. It takes too much time to create reports, and too much specialist IT knowledge is needed.

The members of the sales team needed their own analysis system. After carefully evaluating the options, Fujicolor decided to implement an analysis system using SQL Server Analysis Services and Cubeware Cockpit. Cubeware Cockpit's performance, versatile analysis capability and intuitive user interface were decisive.

Adding value to the data warehouse

Specific analyses on the basis of a consistent database

The sales-oriented analysis system builds on the AS/400 data warehouse, which delivers sales, financial, production and personnel data from all the laboratories. The specific requirements stipulated by the sales team, the volumes of data involved and the complexity of the analyses to be carried out meant the analysis system had to be an OLAP solution. The company chose SQL Server, a cost-effective solution with an OLAP component that also provides the required stability and scalability.



Analysis of digital orders: customer behavior made transparent

With the intuitive Cubeware Cockpit as the analysis front-end, the sales managers can now carry out the analyses they require themselves.

Cubeware Cockpit presents the required consolidated figures clearly in colored tables and graphics. The basis for these sales-oriented analyses is provided by standard reports and templates for customized reporting.

Ease of use and outstanding performance

The analysis system is specifically designed to meet the requirements of a sales team. Consequently, users have welcomed it. Sales staff were able to master Cubeware Cockpit's standard functions right away. The only training required was in how to use the data model correctly, and even then needs were minimal. Users were also impressed by the system's performance – with response times of less than a second.

Effective meetings with customers

Being able to create their own analyses is of great benefit to sales staff in their day-to-day work. For example, they can now find out the revenues and the volumes sold for each customer group at any time. And whereas it used to take an hour for them to prepare for a visit to a customer, they can now do it in an average of only ten minutes. That leaves them with more time to concentrate on their core competences.

The analysis system also allows them to create forecasts and helps them with sales budgeting. Sound information about customers and customer potential is an additional benefit. Sales managers can thus ensure they are ideally prepared for every single customer meeting in a matter of a few minutes – an essential prerequisite for an efficient and successful sales team.

Development of a central budgeting environment

Following the successful development of the sales cube, further modules are now planned for the production and finance departments. The aim is to implement reporting for each of the company's units as well as central budgeting across all of them.

Thomas Schrammel, controlling project manager at Fujicolor Central Europe Photofinishing GmbH & Co. KG

"Cubeware Cockpit has been tested in everyday use and has proved to be a mature tool. While there is a great deal of OLAP expertise behind it, it is not so technically complex as to be difficult to use. It is a powerful tool that is nevertheless intuitive."

