

## GRENCORE BOOSTS INCREMENTAL SALES BY £300,000 IN THREE MONTHS WITH QLIKVIEW

“We’re seeing some fantastic results from QlikView already. Each member of the commercial team can now easily access information on a self-service basis—that wasn’t possible before.”

- Jenny Thompson, Commercial Executive, Grencore Northampton



Grencore Group is a leading international producer of prepared foods based in Dublin, Ireland, with 22 manufacturing sites across the United Kingdom (UK) and the United States (US). Grencore's global annualised sales, including its US operations, amount to more than US\$1.3 billion a year.

In 2011, Grencore acquired convenience food supplier Uniq Prepared Foods. Uniq derived more than half its revenue from supplying leading retailer Marks & Spencer (M&S), with the Northampton site being lead supplier for sandwiches and wraps. Jenny Thompson, Commercial Executive, Grencore Northampton, says: “Previously, Grencore Northampton used Microsoft Excel reports to monitor sales performance, which involved complex pivot tables and took hours of work to produce. We were able to deliver only weekly reporting from the M&S electronic point of sale (EPOS) system on key performance indicators.

“As a result, we were often slow to react if a particular product wasn't selling well in a particular store. We had no real-time information on which were the best-selling lines, so stores in some areas ran out of stock and in others they had to throw away food.” Grencore Northampton saw an opportunity to deploy business

discovery software for daily and weekly reporting on sales performance. The aim was to reduce waste and improve the availability of sandwiches and wraps at M&S stores in the UK.

### Grencore Northampton deploys QlikView to improve sales

Previously, some members of the commercial team at Grencore Northampton were aware of traditional business intelligence systems such as Cognos. The team organised a meeting with QlikView Elite Solution Partner and manufacturing IT specialist Informance, which understood Grencore's business needs and had a possible solution in QlikView.

Jenny recalls: “We wanted to provide our team with accurate business intelligence and we needed a solution to be delivered quickly. We rapidly formed the view that QlikView was the top business discovery solution for our industry, especially after seeing a demonstration at QlikView customer Harboro Rubber.”

Significantly, Informance delivered its first application for testing and review within days of the initial decision to go ahead, which gave Grencore Northampton the confidence that it was making the right choice. It also provided fully certified training services for users and super users.

The initial project supported the commercial team with the replication of the existing Excel weekly reports and analysis completed on this data.

### SOLUTION OVERVIEW

#### Customer Name:

Grencore Northampton

Grencore Northampton is part of Grencore Group—the largest maker of ready-to-go foods in the United Kingdom (UK). Grencore Group has 22 convenience food manufacturing sites in the UK and US, employing more than 11,000 people.

#### Industry: Consumer Products

**Function:** Executive, Finance, Operations, Sales, Marketing, Supply Chain

#### Geography: United Kingdom

#### Challenges:

- Analyse electronic point of sale (EPOS) data
- Reduce waste in stores selling ready-to-go foods
- Improve availability and increase sales

#### Solution:

Grencore Northampton deployed QlikView for its commercial and supply chain teams to monitor availability and wastage of food-on-the-move products at M&S stores in the UK.

#### Benefits:

- Improved reporting of daily and weekly data
- Enabled faster, smarter decision making
- Boosted sales revenue with availability of wraps in stores by 20 per cent
- Reduced waste by 3 per cent

#### Data Source Systems Database:

M&S EPOS, Microsoft Excel

#### Partner:

Informance



## RETURN ON INVESTMENT

ROI in less than 1 year

## TIME TO VALUE

**£300,000**  
incremental sales for M&S in 3 months

Once the power of QlikView was outlined, the second stage involved moving the performance management of a relatively small segment of the category—wraps.

### **Greencore Northampton improves availability and delivers incremental sales of £300,000**

Having gone live with QlikView in April 2012, Jenny is highly impressed with the measurable results so far, including:

- On-shelf availability up by 20 per cent
- Incremental sales of £300,000 for M&S
- Waste reduction of 3 per cent

"Instead of 68 per cent availability of wraps, we're now recording daily averages of around 88 per cent, which in turn means improved sales and lower waste for M&S. The 20 per cent improvement is due to QlikView and the ease of accessing the data," she says.

"There will always be some waste with convenience food, but the reduction figure speaks for itself. None of this would be possible without the ability to access the real-time data in an easy-to-use format. We expect return on our investment within a year."

### **Near real-time daily reporting results in faster business decision making**

QlikView has made the creation of daily reporting on sales of wraps at M&S faster, easier, and more flexible. Jenny says:

"Accurate decisions can be made quickly because all the data is available within a day in near real-time from a single source. We're seeing some fantastic results from QlikView already. Each member of the commercial team can now easily access information on a self-service basis—that wasn't possible before."

Greencore Northampton's finance team has just gone live with an analysis and reporting dashboard using QlikView.



Integration of sales and financial dashboards will enable the commercial team to incorporate financial data into its sales performance figures, and help the finance team analyse profitability more effectively. "With data going as far back as 2006, we can model and trend data in a way we've never been able to before," says Jenny. "The inclusion of historical data offers us greater insight, and in spite of the volume of information QlikView has to process, we know the technology is up to the challenge."

### **Power user champions QlikView within the organisation**

QlikView is providing Greencore Northampton with near real-time analysis of EPOS data from M&S stores with daily and weekly reporting on product sales and wastage. This data is used to support M&S by getting the correct products and stock levels in the right stores. The secondary benefit internally is helping the commercial and executive teams to access daily and weekly data through self-service reporting tools in QlikView.

As a power user of QlikView at Greencore Northampton, Jenny is impressed with the ability of the solution to extract data from any system. She says: "QlikView has changed my working life. If I want to know why a product isn't selling, I can get the answer in seconds instead of waiting hours. Other team members are now also less reliant on me to produce reports because they can do it themselves."

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