Leading heating concepts manufacturer, Jaga, develops a complete BI application for sales reporting and analysis in 7 days

" With SAP we would have paid 30.000 euro for the creation of a single cube with predefined questions. With QlikView and only a few days of training, we were able to develop multiple applications in the same timeframe, for a fraction of the cost. "

Frank Cuyx, SAP Project Manager, Jaga

Since the early sixties, Jaga has occupied a special place in the heating solutions industry by constantly developing new, technically and aesthetically innovative concepts. Jaga started as a Belgian family-owned company and has grown into a multinational with subsidiaries throughout Western Europe. Jaga is head-quartered in Diepenbeek in Belgium, where 350 of out of the 450 employees are working. From this location and a production plant in the Czech Republic the company supports

Western Europe and exports its products to Canada, Russia and the United States. In the middle of 2009 a need for a flexible Business Intelligence (BI) solution arose in the finance and sales departments at the Diepenbeek Headquarters. Frank Cuyx, SAP Project Manager at Jaga, explains: "Partly because of the financial crisis the business came up with a need for flexible reporting and quick, detailed answers to questions.

Before Jaga started looking for a Business Intelligence solution, Excel spreadsheets were used for these reports and analyses. Different spreadsheets used different lay-outs, which resulted in a lot of manual work to consolidate the required data into a single spreadsheet. In addition, people often used outdated and incomplete data, which sometimes resulted in the wrong decisions being taken". He continues: "Creating the necessary graphs and statistics in order to perform proper analysis was a very time consuming activity. In these conditions, when flexibility and speed are key words in every healthy business, a solid BI solution is indispensable. When confronted with the limitations of Excel and SAP, our current and future challenges, we decided to start looking for a proper Business Intelligence solution."

Dual Solution BI with SAP and Microsoft

Jaga mostly works with the SAP and Microsoft software suites. After composing a requirements document, Jaga first turned to these suppliers for a suitable BI solution. There did not seem to be any. Frank Cuyx: "all of our servers run on Microsoft, the databases are SQL based. For Business Intelligence we looked at the offerings from SAP as well as Microsoft. The best solution that was proposed to us was to run both solutions simultaneously, in order to be able to report on SAP cubes as well as on the portal. We

Solution Overview

Jaga
Jaga is a Belgian multinational that develops and sells innovative heating concepts. Its headquarters are located in Diepenbeek. The company has subsidiaries throughout Western Europe and exports to Canada, Russia and the United States.

Industry
Manufacturing

Functions
Sales

Geography
Belgium, The Netherlands, United Kingdom

Challenges
- Providing timely insight into SAP sales data
- Find an easy way to perform trend analyses of forecasts, sales results, product and product group performance, countries, regions and resellers
- Rapidly responding to business line questions about the business

Solution
- Jaga implemented a complete QlikView application for sales in seven days.
- The sales department independently analyses forecasts, trends and product, product group, country and reseller results.
- With QlikView, Jaga is able to present SAP data in a flexible manner using clear dashboards with drilldown functionality.

Benefits
- Positive return on investment within a month
- Single application for more than ten different individual reports
- Savings of over 200 man hours per month in collecting and presenting data
- Jaga employees can independently perform sales and trend analyses in real time

Source systems and data
Source systems: Excel, SAP and 4 SQL applications
Hardware: Windows NT Servers

QlikTech Partner:
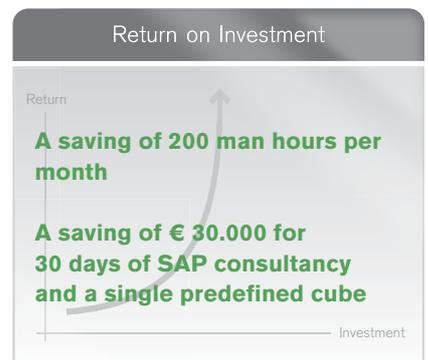
CREDON
Achieve **more**

thought this approach was far too complex and heavy. It also required a lengthy implementation period and carried a sizeable risk that we would not be able to successfully execute the project for a controllable budget and within a reasonable timeframe". Via Credon, a supplier of products and services that simplify the way companies collect, manage, distribute and communicate information, Jaga learned of QlikView's existence. Frank Cuyx: "In the beginning we were sceptical. For us, QlikView offered a new concept. To see QlikView in action we visited another company, Zapp. Zapp is a German company with a product range and operational configuration that is similar to Jaga's. The visit convinced Jaga of the QlikView capabilities, especially the solution's flexibility, its short implementation time, low cost, and its fast learning curve, which would save valuable employee training time. Shortly after the decision to start working with QlikView was taken, the roll-out was started. Jaga chose to start by developing a good reporting tool for the sales department. After all, given the economic downturn, this department had the biggest need. Jaga implemented the entire sales application in seven days. Frank Cuyx: "We chose to take the implementation into our own hands, allowing us to build up in-house knowledge of QlikView. Our partner, Credon, gave us a four-day training course, after which we started our development. During the development stage, we had technical support for two additional days. In short, we succeeded in independently building a complete, working BI application for the sales team, with training and support adding up to a total investment of only six days. It should be obvious to everyone that we never would have been able to pull this off had we chosen for the dual solution based on Microsoft and SAP".

Ready, steady, sales

Today the sales department can create its own reports and analyses. The application gives insight into products, product groups, forecasts and the results per reseller, per customer, and actual versus budgeted results. This way, employees can compose different questions and immediately find the answer. Frank Cuyx: "Having this kind of insight is partly what got us through the economic downturn. The sales department was able to directly adapt course if the revenue of a certain reseller would lag behind. In addition, they were able to quickly spot trends and adapt to those."

Jaga realised cost savings in multiple areas. The company stresses that they earned back their investment in weeks rather than months or years. Frank Cuyx: "At SAP 30 days of consultancy would have cost us 30.0000 euro, resulting in a single cube with predefined questions. With QlikView and only a few days of training, we were able to develop multiple applications in the same timeframe for a fraction of the cost. In addition we now have in-depth QlikView knowledge within our own organisation, which means we don't have to use external consultants. Today, when we receive a question from the business, we can easily implement it the same day in the QlikView application. This is impossible to do with SAP. We also save on personnel costs because not having to collate the different reports in Excel saves us about 200 man hours per month."

The sales department has seen an improvement in its performance as well, a result of increased insight and the possibility to create reports and analyse data independently, using clear dashboards and intuitive drilldowns. By means of trend analyses Jaga

Time to Value

Value

7 days for the development of a complete BI solution for sales

Time

Return on Investment

Return

A saving of 200 man hours per month

A saving of € 30.000 for 30 days of SAP consultancy and a single predefined cube

Investment

knows which products, countries, product groups and individual distributors and wholesalers achieve below par and which products are making progress. They can rapidly respond to market demands and trends, taking into account the pros and cons. Because of this, QlikView's future within Jaga looks bright: "I can safely say that we have made the right decision with QlikView. The current business intelligence solution for reporting on and analysing sales data will also be implemented in the Netherlands and the UK. After that, we will start developing a QlikView BI application for our financial departments. In addition, we are working on additional reporting capabilities, such as integrating logistical information into our existing applications. With QlikView we have achieved more than we ever expected a BI solution to accomplish."

> **We have succeeded in developing a complete, working BI application for sales within seven days. It should be clear to everyone that we never would have been able to pull that off had we chosen for a dual solution based on Microsoft and SAP.**

Frank Cuyx, SAP Project Manager, Jaga