

REFRESCO: CONSUMER PRODUCTS MANUFACTURER TAKES FAST, FACT- BASED DECISIONS WITH QLIKVIEW AND SYSKOPLAN REPLY

Refresco – Europe’s leading manufacturer of fruit juices and soft drinks – receives an overview of its heterogeneous data thanks to the business intelligence solution QlikView and is able to make fact-based decisions faster based on the in-memory technology. This does not only benefit the company, but also the users of the highly user-friendly solution.

THE CUSTOMER



Refresco is a leading private label fruit juices and soft drinks manufacturer. The company produces fruit juices, soft drinks, ice tea for renowned commercial enterprises and handles contract filling for industrial customers. One main pillar of Refresco Germany is the production and maintenance of its own brands. Under the “Krings” and “Hardthof” labels, Refresco brings to market various fruit and vegetable juices as well as other still drinks containing fruit. Constant growth led to the fact that the Group’s turnover reached approximately €1.14 billion in 2009. Refresco is represented throughout Europe: in Germany and also in the Benelux countries, France, the UK, Poland, Spain and Finland. The company has production sites in 19 locations, four of which are in Germany. Each day, the company fills more than 11 million bottles.

THE CHALLENGE

The Refresco Group’s sales controlling departments used to prepare their reports manually based on various data sources and had reached their limits due to the high data volumes. The Refresco branch in France was also looking for a new business intelligence solution to provide a fast overview of data for fact-based decisions. It needed to be fast to implement and facilitate a simple and quick integration of various data sources. The system architecture and the naming convention needed to guarantee an overview of all countries where Refresco Holding had branches, in order to keep simple any future changes to the data model. In addition, the departments

needed to be able to design the application themselves without consulting the IT department. They needed to be able to quickly analyse even millions of data, to intuitively record the results and to make them easy to process for the end user.

THE SOLUTION

Refresco decided to implement the business intelligence solution QlikView and to go with Syskoplan Reply as their implementation partner. QlikView is one of the world's fastest growing business intelligence solutions. QlikView makes it possible to meet all requirements Refresco has of a BI solution. "Syskoplan Reply convinced us as an implementation partner because the company has long-standing experience in SAP, QlikView and as a systems integrator", says Joachim Ringstmeyer, ICT Director at the Refresco Group.

To reach the goal of a consolidated view for Refresco Holding and to ensure easy maintenance, Syskoplan Reply designed an architecture which covers the requirements of various business units across countries and in the long term. The sales controlling department of the French branch introduced the solution in just 15 days and integrated the data sources from SAP and Excel.



The users were trained within two days and were subsequently able to design the application themselves. The Refresco business units in Benelux and Germany are currently also implementing the solution in their sales controlling departments. The objective is to complete the implementation in less than 70 days in all three countries to then continue in Spain and Finland. In addition to the production department, other departments in the Refresco Group have also decided to choose QlikView. The supply chain management, purchasing, HR and sales departments are to follow suit.

THE BENEFIT

For Refresco, QlikView combines simplicity and short implementation periods with flexibility and speed. Due to the in-memory technology that is used in the process, the company is able to analyse and evaluate mass data in seconds, right down to the last level of detail. The solution can be used independently of the underlying source system (e.g. SAP, Excel, Access, SQL databases or text files). "As a department, we are developing the solution independently of the IT department. It is very user-friendly: after the development phase, the end users are able to create all kinds of diagrams and pivot tables themselves. This saves the department a huge amount of time and also takes pressure off the IT department. This way, we are able to take more precise and faster fact-based decisions than before", confirms Arnaud Barada, Supply Chain Project Manager at Refresco France.



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