

BBS achieves lean, smarter and more profitable operations with QlikView

“ Thanks to QlikView, we have complete control over all our business processes, including tracking & tracing. The ability to perform daily analyses allows us to adjust easily and achieve dramatic cost savings. ”

Jaap Brokking, General Manager, BBS Food

BBS Food B.V. is an innovative producer of frozen and chilled convenience chicken and pork meat products. It produces these products under its own label for the national and international food service, food retail and food industry sectors both domestically and abroad. It has two plants in Barneveld where fresh meat is processed into convenience products and snacks. In a continuous and fully automated production process, meat is marinated and cooked, then frozen or chilled, weighed and packaged according to the specific wishes and requirements of each customer.



Tracking & Tracing crucial for food safety
“The market wants transparent information on our entire production process, from purchasing to marinating and from cooking to packaging,” comments Jaap Brokking, General Manager of BBS Food. “Our customers require an insight into the origin of the raw materials we use, the core temperature to which each piece of meat has been cooked and the amount of time the production process has taken. This information must be presented

clearly and legibly, and it is also used for labelling our products. We are also legally required to provide information on the origin, acceptance tests and shelf life at any given moment. This is crucially important for food safety.”

BBS was founded in 2003 from Storteboom Further Processing. Jaap Brokking, one of those responsible for that transformation, immediately decided to deploy Business Intelligence to track & trace the entire business process. “At Storteboom, we mainly used Microsoft Excel and Word for data collection and reporting. With millions of lines of data and all the different data types and sources to take into account, a substantial effort was involved in producing a clear-cut report. For instance, if you asked a programmer for information in May you would be lucky to get the answer in June. In 2003 when we decided to make the transition to BBS, we decided to use BI for monitoring, analysing and guiding our entire production process.”

When BBS decided to implement a BI tool in 2003, it enlisted the help of Provelu, a company specialising in business process optimisation. Comments Dennis Lucas, the General Manager of Provelu: “When BBS asked us to implement a Business Intelligence tool, we immediately opted for QlikView. This was a very easy decision to make because of the flexibility of its system, its reporting and analysis capabilities, its user-friendly interface and the speed with which questions are answered.

Solution Overview

BBS Food

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Industry

Manufacturing

Department

Production, Supply Chain, Distribution, Research & Development, Financial Administration, Sales

Location

The Netherlands

Challenges

- To gain and provide insight into the production process for tracking & tracing purposes
- To improve production line output
- To achieve compliance with international food safety legislation and regulations

The solution

QlikView offers all employees, from the production floor to the management team, access to the business intelligence required for optimum performance. QlikView's flexibility and dynamic information provision furnish BBS with a quick overview and insights into overall performance, and into the performance of individual departments. Resellers will eventually be offered online access so that they can gain insight into the performance of BBS or, among other things, the performance of their region relative to other regions.

Benefits

- Clear reports that can be generated in real time
- Insight into areas where cost savings or production output increases can be realised
- The ability at all times to comply with international food safety legislation and regulations.

Source systems and data

Source systems: Excel, Word, QuickView licences.

QlikTech Partner:



Our team were so quickly convinced of the capabilities QlikView offered that we didn't even look for another solution!" Jaap Brokking of BBS corroborates this: "We were immediately impressed by the flexibility with which QlikView handled different data sources and types, the ease with which we received answers to our questions and the ability to analyse these answers further using drill-downs."

Business Intelligence from management to work floor

After selecting QlikView, the team embarked on developing the actual application. "We wanted to make business intelligence available to all our staff, from the management to the work floor," explains Jaap Brokking. "Thus we involved our entire organisation in the development process. Eventually we linked all the underlying systems and applications to a well-structured dashboard with dozens of different models." As already mentioned, flexibility is one of the key benefits of QlikView. "Especially for BBS, we developed a unique menu structure in QlikView. With the click of a mouse users are directed to the right file and see data in an easily readable view," comments Dennis Lucas of Provelu. "Within just a few days we already had a variety of models in place, and everybody was using the system for their own objectives. And nobody required any special training for it."

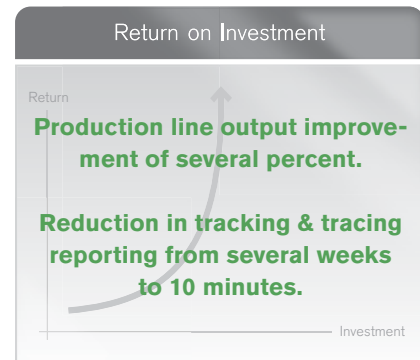
QlikView contributes to doubling of turnover

Since its implementation, the organisation has been using QlikView to access, analyse and guide all the business processes involving sales, inventory management, production, distribution, research & development and financial administration. Jaap Brokking: "For production we use QlikView to control the processes involved in quality monitoring, tempera-

ture entry control, the core temperature of processed products and to find out which customers receive which products, which raw materials are used for this purpose, what their origin is and who has worked on the product. European food safety guidelines require us to provide a very rapid insight into data on the food chain to customers, and to inspectors from the Dutch food and non-food authorities. Using QlikView, it only takes us a few minutes to know exactly which batch numbers are associated with a particular product in the shop. This gives us the ability to demonstrate that we easily meet the certification requirements such as HACCP, BRC and IFS. All the major European market players have thus come to regard us as a reliable partner, something that has contributed to doubling the turnover that BBS has managed to realize since 2005."

Substantial cost savings and increased production output

Besides enabling real-time tracking & tracing, QlikView provides an insight and analysis abilities for all other aspects of BBS's business process. Jaap Brokking: "Our salespeople are now able to show our prospects precisely how we keep track of our processes, so that we can demonstrate why we are the best supplier. Our management team also gains a daily insight into the forecasts, allowing us to optimize deployment of our production lines. And the financial department uses QlikView regularly to provide a clear insight into aspects such as customers' purchasing and payment history, or to quickly identify currency risks. Monitoring and controlling the inventory management, CRM and packaging processes has also been improved. This has resulted in substantial cost savings. At the production level, QlikView gives us an insight into production output. For instance, we managed to discover that by lowering



or increasing the temperature by one or two degrees, we are able to salvage a few percent more end product. It goes without saying that a few percent of thousands of kilos constitutes a substantial cost saving."

Jaap Brokking understands exactly why QlikView is used by more than 2,000 production companies worldwide: "In the current vulnerable economy, production companies have engage in *lean* (not *mean*) and intelligent production. A successful operation requires the ability to respond rapidly to changes in demand, to minimize risks in the supply chain and to adjust the production process quickly where necessary. With QlikView we have all our business processes fully under control, including tracking & tracing. We are also able to carry out rapid adjustments and achieve dramatic cost savings."

“ Without doubt QlikView has contributed to the doubling of our turnover we have experienced since 2005. ”

Jaap Brokking, General Manager, BBS Food