

QlikView Customer Snapshot – Blyth HomeScents

“Previously, Sales and Marketing needed a lot of help trying to get the information they need; now it’s right at their fingertips. QlikView provides them with answers in seconds instead of weeks.”

*Oleg Troyansky, Director for Application Services
Blyth HomeScents International*



BLYTH HOMESCENTS
INTERNATIONAL



About Blyth HomeScents International

- Leading consumer products business, primarily focused on fragranced products and related accessories. Strong relationship with Wal-Mart among other food, drug and mass retailers
- Division of Blyth, Inc. prior to being sold to MVP Group International (Charleston, SC) in May 2007
- Achieved ~\$300 million in revenue with 1,000 employees
- Industry: Consumer Products

Challenges

- Improve speed and quality of decision making by eliminating highly manual reporting processes
- Consolidate enterprise data from merged divisions using different data source systems
- Enable developer and end-users with analysis solution that is easy to use and flexible to accommodate evolving needs

Solution

- Deployed QlikView to ~ 200 users in 4 functions in NA incorporating dashboards / scorecards, analysis and reports:
 - Sales Analysis: Assess sales forecasting and performance by sales person, brand, channel, and geography against plan and actual POS data
 - Marketing Analysis: Track sell-through performance of product lines
 - Supply Chain Analysis: Analyze finished and raw material inventory, excess and obsolete inventory, stock levels, and freight costs
 - Financial Analysis: Monitor customer credit, ROS, RONA and cash flow
- Rapid implementation in 3 weeks for sales application
- Leveraging QlikView Server and Publisher (64-bit) to consolidate data from IBM System i (AS/400) based Movex, BPCS ERP and Excel

Benefits

- 98% reduction in excess and obsolete inventory costs by tracking stock against actual sales
- Increased channel loyalty to ensure higher future sales
- Enabled faster and more accurate decisions by making analysis and reporting capabilities available across the organization
- Alleviated stress on IT by reducing quantity of ad hoc requests