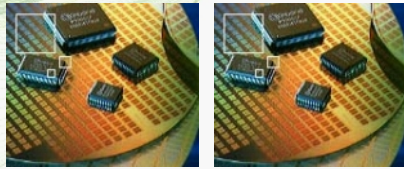


# QlikView Customer Snapshot – FE Global Electronics

“Using QlikView put our company in a stronger cash position.”

Mr. Chow Kek Tong, Chief Financial Officer  
FE Global Electronics



## About FE Global Electronics

- Leading electronic components distributor in the pan-Asia region spanning 10 countries with more than 45 regional offices
- Headquartered in Singapore
- Achieved ~ \$1 billion in revenue with 750 employees
- Industry: Retail & Wholesale Distribution

## Challenges

- Broad distribution coverage makes timely information critical yet hard to centralize in one easily accessible system
- Multiple, disparate systems including an aging legacy system make data consolidation treacherous
- Manual data reconciliation stealing precious time from company operations

## Solution

- Deployed QlikView to 25 users across 3 functions throughout 10 countries in Asia:

Sales Analysis: Analyze top revenue customers, profitable customers, best-selling items, and sales pipeline analysis

Supply Chain Analysis: Track and manage aging inventory, identify and manage demand and consumption patterns and manage obsolescence; identify inventory issues before it impacts customers

Financial Analysis: Monitor account receivables, track overdue customers by 30/60/90 etc days, and assess currency exchange exposure

- Leveraged QlikView Server and Connector to unlock invaluable data from SAP and multiple legacy systems to achieve a real time view of operational performance

## Benefits

- Improved management decision making with consolidated key performance indicators at managers’ fingertips
- Improved accounts receivable and decreased aging receivables by 20%, strengthening cash flow and reducing bad debt
- Increased sales success with in-depth customer insight drawn from data across multiple systems
- Enhanced inventory management with 15% reduction in inventory as a result of better information sharing