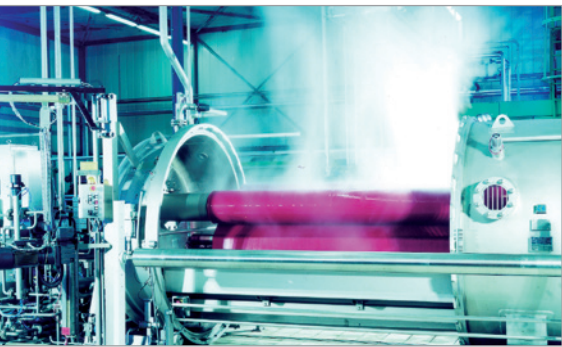


## QlikView provides an “aha” experience for drapery specialist ADO

“ QlikView fully met all of our expectations. Data analysis no longer resembles a construction site that generates headaches. Things run easily and smoothly. ”

*Gerald Jungeblut, Head of Organization and IT, ADO Gardinenwerke*

ADO Gardinenwerke has achieved something other brand-name manufacturers can only dream of: name recognition of over 90 percent. There is hardly anyone who does not remember the legendary TV advertisements of the 70s and 80s that locked the slogan “ADO – the one with the golden edge” into the minds of Germans. Founded in 1954, ADO now ranks as the largest German manufacturer of drape material and decorative fabric with annual sales approaching €130 million.



Worldwide, the expert in high-quality home textiles employs 1,350 workers, approximately half of whom work at the headquarters in Aschendorf where more than 90 percent of the drapes and decorative fabrics are produced at a volume of around 10,000 square meters of fabric a day. In addition, the premium manufacturer has a plant in the USA, a sewing factory in Poland, and a

small production facility for voile fabric in Indonesia. In Germany alone, ADO supplies around 6,000 warehouses, interior design outlets, and other resellers with drape material and decorative fabrics from its product line of 50,000 different articles.

In regard to information technology, which has become an essential feature of successful corporate strategy, the North Germany fabric manufacturer is on the cutting edge. Both at its central plant in Aschendorf and in its international subsidiaries, all value-adding processes in the areas of purchasing, production and warehousing, order entry and processing have been handled in a modern ERP system since 2006. There is a correspondingly high volume of data that must be analyzed based on a wide range of questions for ADO’s sophisticated reporting system: What are the sales trends for specific customers? What articles are especially big sellers and in which countries or regions? Are there seasonal deviations in sales? What is the overall sales trend for individual models?

The previous business intelligence tool integrated in the ERP system was not able to handle these requests. A massive amount of in-house and outside development was required to create reports and answer new questions. In addition, data consistency was not always a given. Furthermore, there was insufficient

### Solution Overview

#### ADO Gardinenwerke

Leading manufacturer of drape material and decorative fabric in Germany

#### Industry

Consumer Products

#### Function

Executive, Sales, Operations, Supply Chain, Finance, IT, Six Sigma / Quality Management

#### Geography

Germany

#### Challenges

- Provide an analysis and reporting platform to unlock the data in its ERP system more easily and flexibly
- Provide the necessary reports at the level of quality required for analysis
- Resolve insufficient capacity to process mass data and reduce the long response times
- Improve data quality

#### Solution

ADO deployed QlikView to 15 users in just a matter of weeks. With QlikView, ADO now analyzes data across 7 functional areas tracking KPIs across sales, order entry, production, quality management, purchasing, warehousing, logistics and finance. Within sales, ADO is now able to answer key questions around sales trends by customer and product and understand the impact of seasonal deviations. With QlikView Server (64-bit), ADO is able to unlock the data in its ERP system and garner insights on its more than 50,000 articles and 6,000 customers.

#### Benefits

- Gained ability to quickly and flexibly convert data into information
- Enabled ad-hoc analyses with any number of selection options at the disposal of end users rather than IT
- Addressed 80% of sales queries with ad-hoc analyses
- Shortened response times, even with mass data
- Reduced IT workload

#### Data Source Systems

Application: ERP system



capacity to process mass data, which led to extremely long response times. While it was possible to switch between different windows and data types using a mouse, it was an involved process.

“Over time, dissatisfaction grew among the managers,” said Gerald Jungeblut, Head of Organization and IT at ADO Gardinenwerke. “In addition, the demands on the reporting system grew steadily, both in terms of the quantity of data as well as the selection options. The system was simply too inflexible and slow to provide the necessary benchmarks and reports at the level of quality required for optimum data analysis.”

Jungeblut had just recently checked out the in-memory-based analysis tool QlikView. Instead of creating databases for detailed analyses and combing through them using online analytical processing (OLAP), QlikView loads all the data into the main memory from the start. All calculations and logical links are then carried out in the main memory. This minimizes response times for queries and analyses. Questions can be altered at any time by adding new dimensions or benchmarks.

If there were any lingering doubts about whether the tool could deliver what it promised, a new controller was able to put them to rest. He had worked intensively with QlikView at his previous employer and wanted to use the system in the future. Jungeblut took action and downloaded a test version of QlikView from the Internet, exported the largest available file with a million data records from the ERP system into a text file, and imported it into the BI tool. A short two days later, the ADO Sales Information System (AVIS) was born. “It was easy,” recalled Jungeblut. “I had one of those ‘aha’ experiences, like the first time I used a spreadsheet program instead of paper and a pocket calculator. Just enter or change the numbers, press a button, and voila: results.”

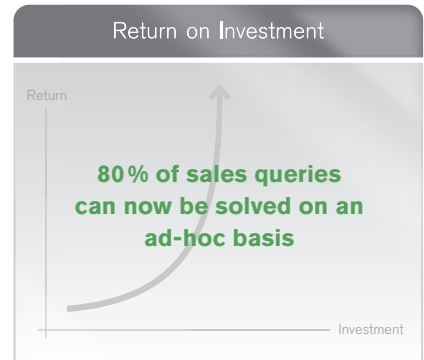
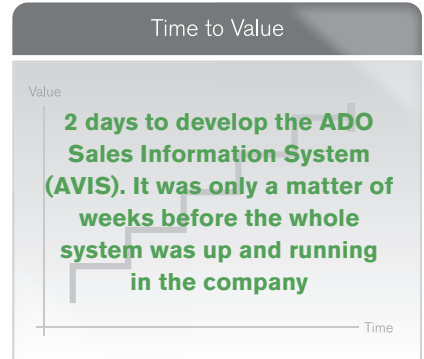
It was only a matter of weeks before the system was up and running in the com-

pany. Since that time, new QlikView applications have been systematically introduced for such areas as quality management, sales controlling and logistics. Whereas the IT department used to spend a great deal of time programming queries from “internal customers” (Jungeblut’s term for his colleagues from the various departments) into corresponding applications, performing the analyses and displaying them graphically, the process is now limited to presenting operative data from the ERP system in QlikView files that contain all the necessary dimensions. Employees can then independently analyze them as desired and continue to work on the individual queries flexibly using the integrated bookmark function.

In the previous solution, only a few dimensions such as customers, articles, dates, representatives or article groups could be selected. With QlikView, employees can use any filter that they want. Currently, employees from strategically important areas such as warehousing, manufacturing, finance, sales, IT and the managerial secretary’s office are using QlikView to convert data into information.

“By using QlikView, 80 percent of sales queries can now be solved ad-hoc, saving an enormous amount of time that we can use to focus on other tasks,” noted Jungeblut. The consistency of the data is no longer a problematic issue. IT management is particularly excited about the ability to analyze data on a laptop even offline while traveling, and to print it out as a report, save it as a PDF, or export it to Microsoft Excel or other Office applications.

IT/ORG experts believe that business intelligence will be one of the most important and intriguing topics in coming years, since in contrast to many other IT areas, a clear user benefit is immediately discernable. The requirements for such a solution at ADO were correspondingly high and multi-layered. “QlikView fully met all of our expectations. We are able to quickly and flexibly convert data into information. Data analysis no longer



resembles a construction site that generates headaches. Things run easily and smoothly.”

The minimal support that is required was a positive surprise for IT and other departments. The QlikView training sessions included in the package make additional consulting days unnecessary for technical implementation of new requests – an approach that has been warmly received at ADO.

“QlikView is one of the best products I have seen in recent years on the software market, and I admire the people who came up with the great idea of compressing data so artfully that it enables fast system responses and allows me to reuse all the information as a filter for new queries.” Jungeblut summarized, “QlikView is simply brilliant because it is brilliantly simple.” The company is now also planning to use the BI solution outside of Germany in selected European branches over the medium term.



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