

Adige Commercialcarta speeds up with QlikView

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Mauro Ferrari, CEO, Adige Commercialcarta

Verona-based company Adige Commercialcarta has been manufacturing bags and paper for food products and packaging materials since 1995. Adige Commercialcarta's broad range of products and widespread sales network allow the company to promptly and efficiently serve customers in the textile, footwear, fruit and vegetable, large-scale retail trade and wholesale sectors both in Italy and in Europe.

The company boasts UNI EN ISO 9001 quality certification, is committed to constant research and development, currently employs 55 people and generates annual sales of approximately €10 million.



The needs

Company growth and the diversification of its activities have highlighted the need to expand the corporate software supporting both the production division and the sales network. After implementing an ERP management and production-planning system, the company

needed a tool that would allow it to quickly and simply extract and analyze sales and production data.

The choice of QlikView

Right from the beginning, the company opted for a business intelligence solution that was manageable and easy to implement. For this reason, it chose QlikView, a complete suite of business analysis tools developed by QlikTech International, the world's fastest growing business intelligence vendor, represented through QlikView Italy.

Adige Commercialcarta began to implement the suite and immediately experienced its speed while using the consulting services provided by Infodati, QlikView Italy's certified partner, which is located in Vicenza and operates throughout northern Italy. In only two hours, QlikView was set up to analyze the data from the management system and the Office and Access systems, allowing management to appreciate QlikView's innovative technology and ease of use.

QlikView can analyze data from any source using a patented, "associative" design: Association more closely mirrors the way the human mind works, as people think in a non-linear path driven by building associations. Moreover, QlikView uses "in-memory" analysis, loading data from underlying sources into a computer's main memory (RAM) and calculates metrics 'on the fly' as the user performs ad-hoc, point-and-click analysis. This has a number of advantages, including the flexibility to change

Solution Overview

Adige Commercialcarta

Leading manufacturer of bags and paper for food products and packaging materials across Europe

Industry

Mill Products

Function

Sales, Operations, Six Sigma / Quality Management

Geography

Italy

Challenges

- Perform in-depth sales analyses of data such as by region, province, and product
- Allow the production department access to the sales figures in real time
- Obtain UNI EN ISO 9001 quality certification

Solution

Adige Commercialcarta deployed QlikView to a dozen or so employees with an initial test application in less than a couple of hours. With QlikView, Adige Commercialcarta is now able to analyze and measure its sales, production and quality performance. With QlikView, Adige Commercialcarta is aggregating volumes of data from its ERP management and production planning systems as well as its Access databases and Excel spreadsheets – all focused on providing a common dashboard for the company.

Benefits

- Obtained UNI EN ISO 9001 quality certification
- Accurately tracked sales and production data and corrected errors and promptly made improvements
- Vastly improved speed of data collection and analysis

Data Source Systems

Application: ERP

Database: Access, Excel

QlikTech Partner

QlikView Italy, Infodati

Adige Commercialcarta

and modify analysis on the fly and an extremely fast, interactive visual user interface.

“We were looking for an easy solution, and QlikView has proven to suit our needs right from the beginning,” said Mauro Ferrari, CEO of Adige Commercialcarta. “In addition to QlikView’s quick development of its applications, we appreciated its visual approach, which allows even less experienced users to query the data using interactive analysis techniques.”

Sales, production and quality

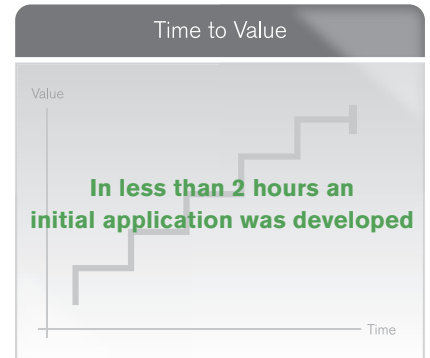
QlikView was initially implemented by Adige Commercialcarta to perform in-depth sales analyses, which were also very useful for its regional agents. The system provides data by region, province, sales target, product and many other factors, allowing the company to carefully follow the sales evolution and promptly intervene to correct any errors.

Since the company was satisfied with the results, it broadened its use of the

suite to include the production division. This way, it always has access to data updated in real time – specifically an analysis of final figures – and will benefit immediately from the associated programming.

The program was further implemented in the area concerning quality certification parameters. Since 2004, Adige Commercialcarta has been UNI EN ISO 9001 quality certified; the company believes that the application of QlikView to analyze and control data was crucial in obtaining this certification.

“The contribution made by business analysis systems in controlling business has been restricted to large companies for far too long,” said Massimo San Giuseppe, Chairman of QlikView Italy. “QlikView combines ease of use and cost-effectiveness with respect to more complex platforms, which certainly make it the ideal tool for SMEs, like Adige Commercialcarta, who need sophisticated yet affordable tools to improve their business performance.”



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