

## FiberMark unlocks its enterprise data with QlikView

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*Joel Taylor, Director of IS, FiberMark*

When enterprises grow beyond a certain point, the amount of data they collect begins to outpace their ability to gain effective insight from it. Companies can try to get a better grip on their data in their enterprise applications through integrated or third-party report generators, but these programs tend to produce bulky, hard to handle reports and are limited by the predefined structure of the reports. If new questions arise from the data, it's likely that the answer won't be easily found. The need to discover new information out of a moun-

of problem. FiberMark's JD Edwards system was doing a great job of managing ERP related data; but management was forced to run thousands of pages of reports to try to glean any information from that data. FiberMark solved its problem by installing QlikView, an innovative and intuitive business intelligence solution from QlikTech. With QlikView's powerful associative in-memory architecture and ease-of-use, FiberMark was quickly able to see and interact with its data in ways that would not have been possible before.

### Goodbye reports, hello savings

“I've been working with ERP systems for years,” said Joel Taylor, Director of IS for FiberMark. “And I'd come to the conclusion that they were nothing but glorified report writers. Within 15 minutes of seeing QlikView, I realized what it could do and why we needed it. It's quickly become the most useful software tool we have.” QlikTech was originally brought in to develop a sales analysis application. QlikTech's consultants were able to install and configure the application in less than a week, even though it was QlikView's first installation in a JD Edwards environment. FiberMark runs QlikView on an NT-based Web server with two-gigabyte dual processors and one gigabyte of memory.

The end-users are accessing the QlikView applications via their regular Web browsers on their PCs, which run perfectly well with 128 megabytes of memory and 800 Mhz processors.

tain of data often monopolizes the time and effort of IT departments, keeping them from their own mission-critical work and still doesn't give managers the information they need to make fast, correct and well-based decisions.

FiberMark, a multi-national company focused on producing specialty fiber-based materials, was facing just this sort



### Solution Overview

#### FiberMark

Leading multinational company focused on producing specialty fiber-based materials

#### Industry

Mill Products

#### Function

Executive, Sales, Supply Chain, Finance, HR

#### Geography

USA

#### Challenges

- Manage data analysis across multiple, incompatible data source systems
- Distribute information and analytical tools to geographically-dispersed sales force
- Improve understanding of corporate performance across multiple functional areas

#### Solution

FiberMark deployed QlikView to 130 employees across 5 functional areas, with the first application up and running in 1 week. With QlikView pulling data from SAP and JD Edwards applications and Oracle and Access databases, FiberMark analyzes sales, purchasing, finance, inventory control and HR — all focused on maximizing the company's profitability. With QlikView Server and Publisher, FiberMark can effectively manage security and visibility requirements while handling massive amounts of data. With QlikView, FiberMark immediately leverages the invaluable data locked in JD Edwards and SAP to achieve a real time view of operational performance.

#### Benefits

- Garnered immediate payback through identification and correction of order errors
- Improved user adoption rates, which increased return on investment
- Provided executives with unprecedented visibility of overall corporate performance
- Secured quick results with rapid deployment of sales application in 1 week

#### Data Source Systems

Application: JD Edwards, SAP  
Database: Oracle, Access, Excel



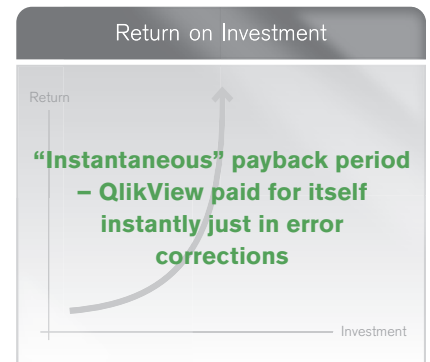
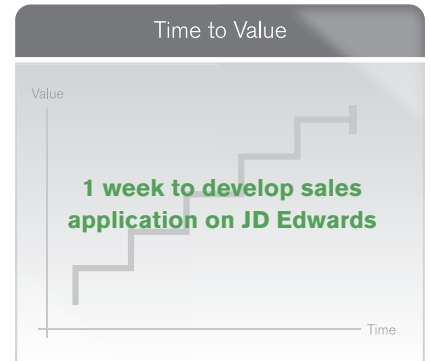
There are 130 users, including five “power users.” The sales force was the first group to use QlikView and they readily accepted it and began using it. Senior management quickly saw the power that QlikView offered in this area and demanded applications designed to give them the full view of the data in other departments. FiberMark now uses QlikView-based applications for sales analysis, purchasing analysis, inventory control, financial analysis, and are developing an application for the Human Resources department. The QlikView applications pull their data from a wide range of sources; the JD Edwards system, Access databases, Excel spreadsheets, Oracle databases, and SAP applications. “It doesn’t matter where the data is, as long as there is an ODBC driver, we can get to it,” said Taylor.

One of QlikView’s strengths is its ease-of-use. QlikView works like your mind works, allowing you to jump from one insight to another with just a click. Selections made in columns or on graphs bring immediate changes to the QlikView dashboard. Associated values float to the top of their display boxes, and graphs and tables instantly update. The reason for this amazing speed is that QlikView works from the data that is being held in-memory. It is a non-redundant, non pre-aggregated associative database that resides in the computer’s primary memory, or RAM. This patented architecture removes the need to develop complex, expensive, and hard-to-maintain data warehouses, and since QlikView works from data in primary memory, it is incredibly fast

and responsive. Since the data is not pre-aggregated, it is also possible to analyze and interact with the entire data set from any piece of data, at any level, and move in any dimension from there. But there are times when the answer needed isn’t a direct answer. For these, QlikTech has developed the “reverse answer” concept. When a field is selected, all the values associated with that field float to the top of their column; alternatively values not associated are grayed and sink to the bottom of the display box. “Reverse answers tell me more than anything else,” said Taylor. “Now I not only know who is selling a product; but who isn’t selling it. When I know that, I can try to find out why. That solves problems we might not have known we had.” But it was more than QlikView’s ease-of-use and intuitive user interface that really convinced FiberMark of its value. “QlikView paid for itself instantly just in error corrections,” said Taylor. “We discovered problems with the way some orders were being filed; finding and fixing them easily saved us the cost of QlikView. And if we hadn’t gotten our money’s worth then, we saved as much money over nine months in savings from paper and print cartridges. With QlikView, our people don’t have to run endless reports all the time. We cut our printing costs in half just by installing QlikView.”

#### Ease of use means wide acceptance

Every enterprise dreads the idea of “shelf ware”—the expensive system that is so difficult to learn and hard to use that ends up gathering dust on the shelf. QlikView lets users interact with their



data in a natural and intuitive manner. Training can be completed in an hour as opposed to days. When software is easy to understand it is adopted much more widely throughout an enterprise, and becomes a useful tool and provides real ROI. FiberMark doesn’t worry about shelf ware with QlikView. QlikView has provided them with access to their data, real and immediate ROI, and a software solution that has been enthusiastically embraced throughout the company. This all comes together and helps deliver tangible competitive advantages for FiberMark.

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