

Boni Holding relies on an integral BI solution to keep its leading position

“ We are now able to significantly decrease the time required for data acquisition and its processing into a usable format, thus immensely improving the efficiency of the Marketing department. ”

Marian Mihaylov, Marketing Manager and PM

Founded in 1991, today Boni Holding SA is one of the largest companies in the Bulgarian food industry, leader in the production of pork, and one of the most recognized manufacturers of meat products and delicacies.

The company has 10 subsidiaries which include farms for hybrid and commodity pig breeding, as well as one of the most advanced meat processing complexes in Europe, which disposes with technological capabilities for production of unlimited product range of meat products.

Boni Holding is a vertically integrated company, which accomplishes activities on all production levels: fodder production, pig-breeding (hybrid, commodity), slaughtering, cutting and meat processing.



The BI solution was developed in two parts. The ETL layer was developed with the Pentaho Data Integration tool, to deliver the “analytics ready” data to the reporting layer. All the source data is extracted and prepared by this visual tool.

To follow the project requirements, a few data sources needed to be used – the company ERP system (Santa), a number of XLS files containing various data, online marketing information taken from Internet, and others.

The reporting layer is realized with Qlik and integrates a few dashboards with more than 10 sets of detailed and focused analytics and reports. A rich set of criteria is provided, enabling the users to easily get the very specific reports they need.

The Management Sales Dashboard provides quick visual analytics on the most important Sales KPIs. It delivers insight on real sales vs. planned, trends in sales (yearly, monthly, MtD, etc.), returned goods vs. sold, effectiveness and comparison of all sales channels, etc.

The other dashboards provide analytics on realization (daily and weekly by amount and value); trends (general trend, by brands, by meat factories, by customer groups and distribution channels) and comparative analyses for the product groups (kilograms, amount, average prices, percentages, etc.).

Special and detailed attention is paid to the sales specifics (meat factory, product group, customer, amount and value, received products, channel sales, top customers and products); customer analytics (YtD, Top customers, sold products, sales distribution, etc.); product analytics (brands, YtY sales, ranking, distribution, sales over time, etc.); customer balance (payables, distribution, history, terms, balance, etc.); production sold; planned sales and to many more. There is a Google maps integration for visual representation of the sales.

Despite the large amounts of data, the solution is optimized and the response time of the most time consuming reports is less than 3 seconds. The company is using one local Server for the BI application. The data is reloaded overnight. A new project to add new business functionalities is envisaged.

SOLUTION OVERVIEW

Boni Holding

Manufacturer of pork and meat products and delicacies

Industry

Food, Meat processing, Pig breeding

Activities

Manufacturer of the following brands: Boni, Chichovtsi, Petak, Vitaland, Vitames, Chorbadjiisko meze, Bolina Meldi, Mesni izkushenia, Gotovo and Svejo.

Coverage

Bulgaria

Users

CEO, Marketing and Accounting Departments

Issues to be solved

For reporting, the company used to use XLS files, exported from their ERP system in different formats and on different time-frames. There has been no conformity in the reports and no single point of truth. The reports generation was not an easy task and not centralized. The company had no access to historical data and no options to follow and analyze trends.

Challenges for the Company

Together with Balkan Services the company worked on the Business requirements. It had to define the needed reports and dashboards, the desired functionality, the relevant metadata, the mathematical expressions, etc. They assigned a responsible PM from their Marketing department both from IT and Business perspective.

Benefits

All the current and historical data and reports are now integrated in one single application, providing great flexibility to create ad-hock reports, based upon a number of criteria. The company is using now very fast online reporting, with unified design; it is able to follow trends, make various comparisons and analytics and has highly functional dashboards.

