

Qlik powered BI solution enables Intersnack to keep close and timely control on its Sales activities

“ Only the measurable is manageable. ”

Andreana Mateva, Finance & Operations Director

Intersnack Group GmbH & Co. KG is a German company which manufactures and markets snacks in Europe and employs more than 6.000 people. With over 20 well-known brands and a large range of private label products, the company has an extensive variety of savoury snacks in their product portfolio, ranging from a broad array of potato chips and nuts of any kind, to a large assortment of baked products and unique specialities.

Intersnack Bulgaria was established in 1992 as a part of Intersnack Group. The following dynamic development of the company brought it to a leading position on the Bulgarian Snack Market.

The project provides detailed information on different key performance indicators (KPIs) and analyses weighted sales, performance against planned, top regions, top products, specific sales reports, and others. Significant focus of the project is the performance of the sales agents, calculation of their bonuses and analysis of the financial flow generated by them. The solution includes document browser, detailed analysis of the receivables and a special dashboard for the Sales Out (sales by distributors).

Another Qlik application developed by Balkan Services for Intersnack Bulgaria is focused on the analysis of the GPS data generated by the sales agents. It provides analytics on kilometers passed, real work time, visit time, number of visits, number of sales per hour, average order size, time per sale, percentage of customers visited by route, times of first and last visit, success rate, etc. It includes Map analysis of the sales agents and Customers location based on Google map as well as a document browser.

The data is loaded from various company data sources like Microsoft Dynamics AX, MS Excel sheets (targets, budgets, routes) and MS Access files (GPS data from the mobile devices of the sales agents). Before MS Dynamics AX, the company used MS Dynamics NAV and after the transition, the BI solution was switched by Balkan Services from the old ERP system to the new one without any interruption for the users. All historical data is extracted from the MSD NAV and is seamlessly integrated and fully available in the Qlik solution.

Further development of the project in other business areas is envisaged.

The BI project was realized with Qlik and provides analytics on a wide range of sales, marketing, operational and commercial information and covers topics like sales, comparison with targets, estimated sales against targets, various trends, discounts, distribution channels, product groups, brands, etc.

It was first implemented for the Top management, and subsequently in the Sales, Marketing and Financial Departments. It is also used by the Regional Managers of the company.



SOLUTION OVERVIEW

Intersnack Bulgaria (Part of Intersnack Group – Germany)

Leader on the Bulgarian Snack Market.

Industry

Wholesale

Activities

Import and wholesale of the following snack brands – Chio and POM-BÄR, as well as other local favourites.

Coverage

Bulgaria, Serbia, Macedonia

Users

CEO, Top management, Middle management, IT Department, Finance and Accounting, Sales Department, Marketing Department.

Issues to be solved

The ERP System used in the company, does not allow for detailed operational reports, and especially complex reports, needed for the daily operations. The company has a lot of salesman and it was difficult and time consuming to closely follow their activities. Easier follow-up of the receivables was also needed.

Challenges for the Company

Extensive meetings and business interviews were held, to determine the business needs, KPIs, content and structure of the Dashboard and the other reports and analytics.

Benefits

Fast and accurate access to the company information for all users in one application. Dashboard for the Top Management, where the most important and critical information can be found and understood quickly. A number of various reports with the possibility to apply various filters are now available. The company is able to closely follow KPIs, sales and marketing numbers and outcomes, the salesman activities and performance, to closely follow the receivables, Sales-out, etc.



Intersnack