

# Optimized results for Ficosota through BI enabled focus on Sales

“ Now, using the BI system, every user is able to track the sales on all markets, instead of analyzing a few separate reports for one market. This is giving us valuable information on the real sales of Ficosota and how they are changing. ”

*Stefan Kemenchedzhiev, Manager Business Analysis*

Ficosota is a Bulgarian company established in 1994, and is manufacturing home and personal care products, dairy food and snack food. It is growing fast, currently exporting to 45 markets, with 7 production facilities and employs more than 900 people. The company has its own subsidiaries in the USA, Singapore, Romania, Ukraine and Greece.

Already a leader on many European markets, the company works hard to offer customers high quality products, effective solutions and excellent results. The needs of their clients define the products development. Customer preferences guide their creativity and make them constantly modify their products to be able to respond even to the bravest ideas and constantly changing and evolving market.



The BI project is based on QlikView and provides a wide range of reporting and analytics for the sales activities of Ficosota. There is detailed information on the worldwide markets, visually integrated with Google maps, covering sales data by country, growth per country and region, sales channels, customers, divisions, brands, business units, etc. Various time criteria can be applied – year, quarter and month.

Detailed dashboard covering information on turnover (YtD, QtD, MtD), sales trend, business units, regions, etc. is provided.

Special attention is paid to selected foreign markets, where detailed analytics is provided on gross turnovers, turnover, quantities, prices, margins, volumes, pallets, etc., providing a number of dimensions like division, category, subcategory, brand, subbrand, pack, type, variant, SKU, barcode, country, channel, customer, city, region, zone, document, etc. Information on working days for the month, days passed, number of active customers, invoices, etc. is at hands.

Separate set of reports is developed for the Sales-out and Turnover, covering a rich number of analytics with various filters and dimensions. And in addition, all users can easily browse all data related to items, customers and documents.

The data is taken from various ERP systems in the different countries. Every day the information on the exchange rates is automatically downloaded from the websites of some national banks and imported into the solution and used for the calculations. Sales data is provided from the distributors of the company products and is in different forms and structure. Additional configurational data is provided in Excel files. The QlikView application is located in cloud environment in external Data Center.

The BI project started in 2012 and was first implemented for internal Project Management needs, and afterwards in the Sales and Finance Departments. It is currently being further developed in other business areas.

## SOLUTION OVERVIEW

### Ficosota

Manufacturer of home and personal care products, dairy food and snack food.

### Industry

Manufacturing, Wholesale.

### Activities

Home and personal care products – Feya, Tema, Exo, Savex, Semana, Teo, tete-a-tete, Blazy, Milde, Emeka, Everbel and Puffies; Snacks – Bruschetti Maretti, Kubeti, Tornado, Motto; Dairy products – Terter, Bulgarea.

### Coverage

45 markets worldwide

### Users

All management levels, from the owners to the regional representatives. More than 200 users.

### Issues to be solved

The company has many and different transactional systems, which vary also from country to country. To create a report was a difficult and time-consuming manual job. All reports use to be created in MS Excel. There was no common format for the reports.

### Challenges for the Company

To select the PM – the person responsible for the project from the company side. Extensive meetings and business interviews with all business units to define all reports and dashboards, their content and sources. Check, test and approval of the BI project outcomes.

### Benefits

Now all users on all levels have one single point of truth. They can easily access the full set of sales data worldwide and can rely on timely and correct information. Reports are very fast and unified. The QlikView application saves a lot of valuable for the company time and allows the employees to focus more effectively on their core activities.



# FICOSOTA