

## Dunlop Hiflex gains insights from the information flow with QlikView

“ With QlikView, what used to take an entire day now only takes a few seconds. You're always just a few clicks away from the information you need. ”

*Hannu Räsänen, Sales Director, Dunlop Hiflex*

Dunlop Hiflex Oy is a distribution company specialized in high and low pressure hoses and fittings. The company has a distribution network which includes a central warehouse, 13 sales outlets and 70 distributors in Finland. There are also two sales outlets and a few distributors in Estonia. The company serves thousands of customers with a range of over 30,000 active articles making an annual



turnover of more than €33 million with approximately 180 employees. The number of annual sales transactions is around 1 million. Daily operations take place close to the customers consisting of distributors, dealers, large OEM customers and thousands of smaller customers. A wide range of products, effective distribution network and excellent customer service are Dunlop Hiflex's key success factors.

### Fast and reliable answers missing

The company has streamlined its business processes with Movex ERP system. All data around sales, purchases, inventories and deliveries is stored in this system and it contains a huge amount of articles, customers and sales transactions. Managing all this data is very challenging in a market place where quick deliveries and excellent customer service play very central roles. Movex supports the business processes well, but in addition to its standard reports a lot of ad-hoc information is needed in the decentralized organization. This data was collected through transferring Movex standard reports and query based data, generated by IT personnel, into Excel spreadsheets.

The operational knowledge of Movex ERP system in the decentralized organization varies widely from branch to branch and person to person in Finland and Estonia. A consequence of this was that those employees with better Movex and IT skills had to make templates for those with less experience. Limited and decentralized resources created a bottleneck and made analysis too slow. Query requests overloaded IT people resulting in the inability to deliver timely information. “In practice it was impossible to get data fast, and too often decisions were made based on feeling and guessing,” concluded

### Solution Overview

#### Dunlop Hiflex

Leading distribution company that specializes in high and low pressure hoses and fittings

#### Industry

Retail & Wholesale Distribution

#### Function

Sales, Supply Chain, Finance

#### Geography

Estonia, Finland

#### Challenges

- Centralize information gathering and share in a decentralized environment
- Reduce time strain on IT staff, overwhelmed by frequent requests for aggregated information
- Integrate with recently introduced ERP system, and make both systems easier to use

#### Solution

Dunlop Hiflex deployed QlikView to roughly 50 employees across 3 functional areas, with the applications up and running in less than 8 weeks. Critical data analysis – previously a complicated, overwhelming process – is now fast and easy with QlikView, allowing the company to improve sales performance and profitability with a reduction in inventory costs. With QlikView Server and Publisher, the company easily handles the large data volume of 1 million sales transactions annually across 30,000 products that was previously locked in its IBM System i (AS/400) based Movex ERP system.

#### Benefits

- Streamlined information gathering to increase efficiency of more independent sales and business teams
- Increased customer satisfaction with sales reps freed up to focus entirely on supporting customers needs
- Improved efficiency of IT department now free to focus on core responsibilities
- Enhanced inventory management and improved reporting to management

#### Data Source Systems

Application: Lawson (M3)

Database: Excel

Hardware: IBM System i (AS/400)

#### QlikTech Partner

Infobuild



Sales Director Hannu Räsänen. Dunlop Hiflex started to look for a new solution that all employees could use, and modify the data quickly and easily by themselves in order to meet their personal requirements.

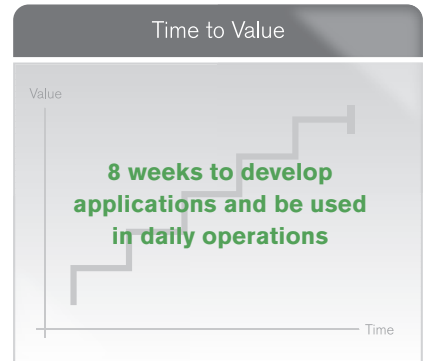
### QlikView makes sales and inventory management more productive

Two months after implementing QlikView, Dunlop Hiflex is successfully using QlikView in its daily operations and seeing productivity gains. Salespeople and business area managers access data and find information quickly without any IT support. With sales history and pricing data easily and quickly available via QlikView, sales people are now better prepared to focus on fulfilling the customer's needs. In

addition, business area managers can now analyze and better manage their inventories. Both leading to impressive productivity gains.

QlikView is a superb tool for managing inventory by allowing you to optimize inventory levels and thus lower costs associated with excess inventory or the loss affiliated with a stock out. Details of sales, purchasing and stocking also provide great support for supplier negotiations. QlikView has eliminated difficulties in collecting data for reports. Guessing and excuses are no longer needed.

Everyone is now able to use QlikView and fetch the data for themselves, which also implies time savings for sales management and IT people.



“Fast and reliable data is now available without asking for help from the organization.”

*Juha Mäkelä, Business Area Manager, Dunlop Hiflex*