

## QlikView provides cool decisions in hot business at Kanthal

“ With QlikView, we automatically learn a lot more useful things about our company. We get information faster, and make it available to more people in the organization. ”

*Eva Fransson, Business Controller, Kanthal*

Kanthal, part of the Sandvik Group, earned its name from a unique alloy called Kanthal. In 1931, Hans von Kantzow developed the alloy from oven residue of iron, chrome, zinc, and aluminum. The company launched that same year, manufacturing heat and electrical-resistant products out of the Kanthal alloy.

The unique property of high electrical resistance makes the alloy ideal as an electrical heating element. Kanthal



produces both heating wire for use in domestic products and complete heating systems for industrial applications. Kanthal has approximately 1,400 employees and 99 % of its production is exported. It is the leader in its market.

### Controlling the profitability

Eva Fransson is a Business Controller at the Kanthal headquarters in Hallstammar, Sweden. She has been part of

both the evaluation and implementation process of QlikView. “Primarily, we needed a better tool to review and control our sales and purchase order processes.” Kanthal worked with QlikTech on a proof of concept to get this application on sales and purchase orders up and running quickly. With that success, QlikView was selected as the analysis tool. Immediately, Kanthal went to work building applications for analyzing pricing strategies, delivery reliability and production lead times.

The application for sales and purchase orders enables product managers and sales people to easily analyze their operations regarding sales quantities, countries, sales margins, prices and invoicing. The purpose is to gain better control over the sales process and thereby identify and correct any customer service problems faster.

### More knowledge – less effort

Before, Kanthal used to do queries directly in the underlying Movex system. The results were processed manually and presented in Excel, FileMaker or Focus. The process to synchronize and present the information has been greatly simplified since QlikView was introduced. “Before, we had one general application for invoicing and orders. The same information was retrieved by different staff members in many different ways,” Eva explained. “But since QlikView enables multi-dimensional analysis, more people can

## Solution Overview

### Kanthal

World-leading manufacturer of high value added products in advanced stainless steels and special alloys. Business area within Sandvik Materials Technology

### Industry

Mill Products

### Function

Sales, Supply Chain, Operations, Finance

### Geography

Sweden

### Challenges

- Increase control and improve accountability within the sales process
- Simplify and improve efficiency of data gathering and report generation
- Reduce reliance on outside vendors for system manipulation

### Solution

Kanthal deployed QlikView to 40 employees in less than 1 week. With QlikView across 4 functional areas, Kanthal now analyzes purchase patterns, sales performance, and profitability. Valuable data, previously locked in its Movex ERP system, is now easily accessible by everyone without the intervention of outside vendors or the IT staff. With QlikView Server (64-bit), Kanthal easily supports security and visibility while handling a large data volume.

### Benefits

- Simplified analysis of multiple variables, including sales quantities, countries, profit margins, pricing, and invoicing
- Increased control over business operations, especially sales and purchasing
- Faster data collection and improved information sharing company-wide

### Data Source Systems

Application: Lawson (M3)  
Database: Excel

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get the answers they need from one application. That has allowed us to eliminate about ten procedures that used to take quite a lot of time.” In the future, Eva predicts a need to include

more key figures into their QlikView applications due to the increased demand for detailed monthly business reporting. QlikView is once again the solution to meet their needs.



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*Eva Fransson, Business Controller, Kanthal*