

WILO AG analyzes worldwide group margins with QlikView

“ All analyses can also be carried out very easily off-line on a laptop while traveling. There are only a few tools offering such conveniences. ”

Tilman Heise, Manager Group Control, WILO AG

WILO AG is one of the world's leading manufacturers of pumps and pump systems for heating, ventilation and air-conditioning technology as well as for water supply and sewage disposal. Due to its innovative design and technologies, which are characterized by high levels of efficiency, WILO has grown significantly since its founding in 1872 in Dortmund and it has developed into an international group with sales amounting to €873 million and 6,000 employees in 2006.



Innovative technologies and approaches are the foundation of WILO's competitive edge, but it does not only apply to its products such as pumps, but also to its management approach with its field of controlling. Already at the end of the nineties they were searching for more efficient methods of controlling. “During a visit to our Swedish office,

I became aware of QlikView,” remembered Tilman Heise, Manager of Group Control of WILO AG. The visit immediately spawned the idea to use QlikView at first in central controlling with the intention of extending its support for the reporting of all subsidiaries.

Within just a few days, the first QlikView application was established providing in-depth margin analysis of the worldwide group based on the underlying data that resides in SAP. This application has expanded to encompass additional analyses and is used by several hundred employees via the Intranet. The analysis is critical to all employees who have an impact on developing and improving the variable gross margin, namely employees from product management, controlling and to general management. The web-based solution allows analyses of variable gross margins across many dimensions such as products, geography, countries, companies and distribution channels over the last 5 years. Moreover, QlikView is able to perform these analyses based on consolidating the data from different underlying sources of information ranging from corporate data in SAP to subsidiary data in Excel spreadsheets. Thanks to the visually interactive user interface of QlikView, WILO has been able to identify the factors impacting its margins quickly as well as any anomalies so that it could take immediate measures to correct operations.

Solution Overview

WILO AG

Leading manufacturer of pumps and pump systems for heating, ventilation and air-conditioning technology as well as for water supply and sewage disposal

Industry

Industrial Machinery

Function

Sales, Supply Chain, Operations, Finance

Geography

Worldwide

Challenges

- Analyze worldwide group margins for the efficient management of the corporation
- Implement uniform reporting of the local subsidiaries
- Provide flexible analysis of the business data to all users

Solution

WILO AG made QlikView available to more than 450 employees and introduced its first application of margin analysis in just a few days. With QlikView, WILO AG now analyzes group margins, purchasing, operations and sales distribution metrics. By means of the QlikView Connector, WILO AG immediately leveraged the invaluable data which was locked in SAP and Navision to achieve a real-time view of operational performance. With QlikView Server and QlikView Publisher, WILO AG easily supports security and visibility while handling the large data volume.

Benefits

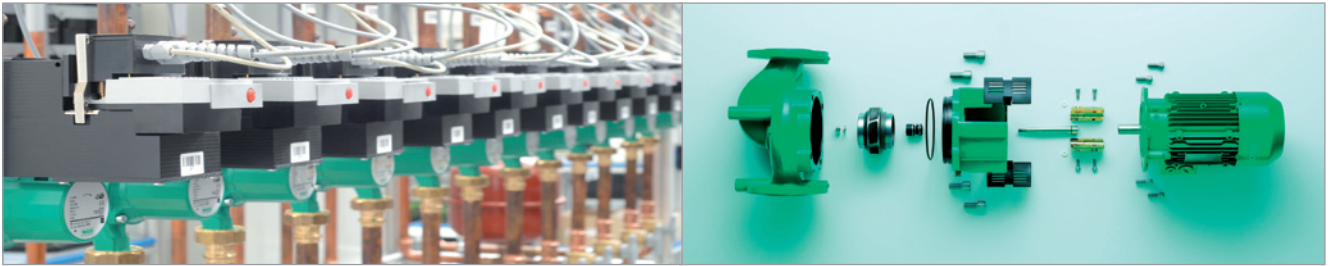
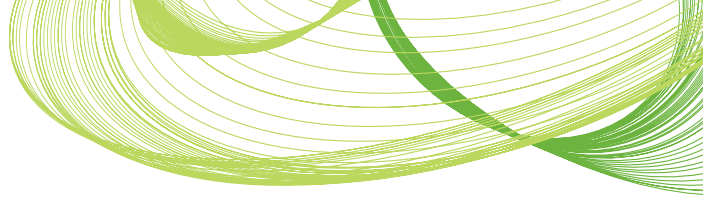
- Improved margin expansion due to operational transparency
- Delivered in-depth analysis of subsidiary operations
- Provided flexible approach to analysis with intuitive, user-friendly interface
- Enabled decentralized data access and analysis with ease of use and multiple deployment

Data Source Systems

Application: SAP, Navision
Database: Excel



Pumpen Intelligenz.



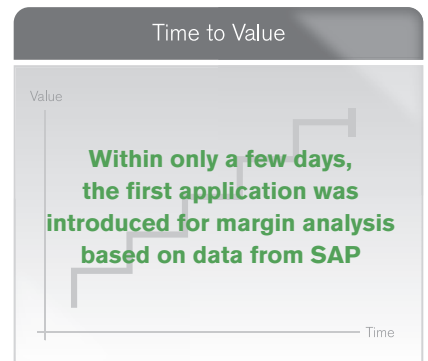
“The production of new applications in QlikView is very easy,” said Tilman Heise, explaining why QlikView is also used in many other functional areas of the company. “Besides the main application, evaluating margin analysis, QlikView is also used in the performance management of purchasing, manufacturing operations and sales distribution.”

In particular, the latter area of sales distribution is being developed within the group. One-day trainings currently take place worldwide. The application is focused on delivering a uniform sales cockpit based on data from Navision, which allows for the analysis of crucial sales data such as revenue, customers, segments and products for each subsidiary. All this information was previously only available in a static Excel spreadsheet which you could not slice and dice easily and dynamically in order to assess the performance of the group and each respective subsidiary. Its unique functionality allows what-if analyses in QlikView which can be conducted and simulated by using an integrated scroll

bar to assess the operating impact of price and quantity changes.

Today, this data is not only easier and more flexible to analyze with QlikView, but it also can be reviewed remotely via web access to the server or even off-line. Thus, data can be analyzed anywhere – whether in the office or on the road. The Manager of Group Controlling sees another advantage in the solution of the off-line function of QlikView. “All analyses can also be carried out very comfortably off-line on a laptop while traveling. There are only a few tools offering such conveniences.”

Formerly, any analysis and reporting had to be done manually in the central controlling group. Today, it is a more decentralized approach with more than 450 users from very different functional areas of the organization tapping into QlikView at any time and performing their unique analysis on their desired data set. “It is easy to see that investing in QlikView has paid off very quickly due to the huge time savings,” declared Heise while calculating the ROI of the project.



“ Today, our employees really cannot do their jobs effectively without QlikView. The mixture of intuitive user-friendliness, speed of data searches and flexibility in analysis is quite unique. Any other solution would pale in comparison. ”

Tilman Heise, Manager Group Control, WILO AG