

## iSi is turning data into knowledge with QlikView

“ This is the best software I have ever seen. We are very impressed with the intuitive interface, instant information capabilities, short implementation time and the easy remote access. ”

*Robert M. Trinque, CEO, iSi North America*

iSi North America handles North American sales and distribution for iSi International – a multi-national provider of specialty pressure cylinders for industrial and consumer applications. iSi's product lines span commercial and home kitchen equipment, automotive, and industrial markets. In North America, iSi made a significant investment in Lawson's M3 or Movex ERP system, but still found itself “data-rich” but “information-poor.” Sales analysis was a tedious, time consuming process, and the company was losing money on unprofitable customers and products.



To better understand its operations, iSi implemented a new decision support system using QlikView. With QlikView, users now have the ability to view and analyze data from the Movex database through a user-friendly interface. They

are no longer limited to standard reports and can ask questions they could not predict in advance. As a result, sales personnel are no longer dependent on the IT department for information, and the company has taken steps to improve customer and product profitability.

### Turning data into knowledge

As a first step, iSi worked with QlikTech to implement a pre-built sales analysis application that combines the customer, item, supplier and sales statistic files from Movex. The application allows iSi to analyze and explore sales data from every conceivable angle – margin rates per customer, sales per quarter by salesperson, sales per product code by district and salesperson and so on. The application is distributed via the QlikView Server, making it possible for company personnel to access information through the company Intranet.

Working with QlikTech, iSi completed the implementation in three days. During that time, QlikTech also designed and implemented modifications to the sales analysis application, including adding open orders. Three groups of users were trained in approximately two hours per group.

### Improved customer, supplier and employee service

To extract information iSi previously

## Solution Overview

### iSi

A multi-national provider of specialty pressure cylinders for industrial and consumer applications

### Industry

Mill Products

### Function

Sales, Supply Chain, Operations, Finance

### Geography

USA

### Challenges

- Sales analysis was tedious and time-consuming at all levels
- Company lacked clear view of profitability of specific customers or products
- Heavy burden of report generation on small, stressed IT staff

### Solution

iSi North America deployed QlikView to 20 employees across 4 functional areas and had its first application up and operational in 3 days. With QlikView pulling data from a Movex system running on IBM System i (AS/400), iSi analyzes sales, finance, suppliers and operations – all with a focus on improving corporate performance. With QlikView Server, iSi employees work from a single version of the truth through a common interface.

### Benefits

- Saved between \$45,000 and \$60,000 with the first two clicks of the mouse in QlikView
- Identified unprofitable products and customers through margin analysis
- Improved data quality by enabling staff to quickly find anomalies
- Alleviated stress on IT staff by reducing ad-hoc report requests

### Data Source Systems

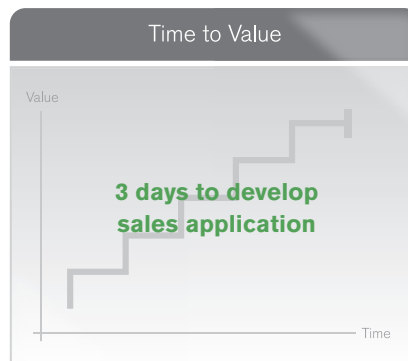
Application: Lawson (M3)

Hardware: IBM System i (AS/400)



relied on AS/400 queries and standard reports. Digging the information out of all the different reports was burdensome, and to answer new questions the company was dependent on internal resources or consultants to build new queries. With QlikView, the employees now have timely self-service access to information. “QlikView is the Sales Manager’s dream – it provides me with immediate access to information and enables me to better service customers and suppliers,” said Carol Kentis, National Sales Manager. “If I have a customer or supplier on the phone, then I just need to point and click to provide them with instant answers. Previously I would have to run a query and then get back to the customer or supplier at a later point in time.”

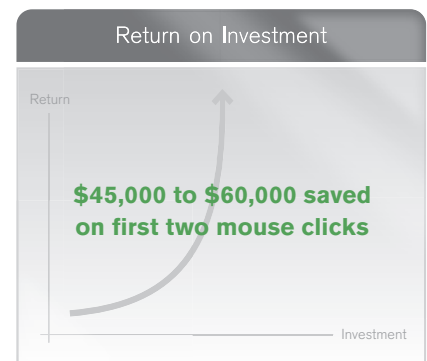
QlikView is also utilized as a data-cleansing tool. Errors buried in the “Movex Universe,” such as accounts without assigned sales representatives, became visible in QlikView and the source data could then easily be corrected. iSi users can now immediately see the results of an information



search and feel confident that the data is accurate and reliable.

#### Immediate bottom line impact

With QlikView, iSi immediately uncovered relationships and trends that had gone unexplored. “QlikView saved us at least \$45,000 to \$60,000 with the first two clicks of the mouse,” said Robert M. Trinque, iSi’s CEO. “We were aware of isolated instances where we, for different reasons, ended up with low margins, but QlikView helped us to realize that we to a certain extent were focusing on unprofitable customers and



items. As a result, we modified prices for certain products and customers.”

By allowing users to focus on making timely and informed decisions instead of building and/or running queries, the productivity at iSi increased immediately. Today, iSi remains committed to its use of QlikView and are in the process of building new applications on the operations and financial side. Instead of building queries and verifying the validity of static reports, iSi will increasingly focus on in-depth analysis to make the best decisions every day.

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