

tesa tape bonds with QlikView

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Lina Tiong, MIS Manager, tesa

For over a century, tesa has pioneered the development of pressure sensitive adhesive tape technologies. Customers rely on tesa adhesive tapes to reduce costs and enhance quality in their production processes. Today, tesa offers 800 kinds of self-adhesive tapes and services customers in over 50 countries around the globe and holds numerous product patents.

strategic partners for special distribution and converting needs in all major countries.

tesa tape has deployed QlikView to help consolidate information from its subsidiaries and affiliates in the Asia-Pacific region, providing fast, reliable and visual reporting.

Challenge: Visual reporting from a new ERP system

As a result of implementing a Navision ERP system, tesa gained new opportunities for automating information. They could generate reports directly from the ERP system, but its visual capabilities were limited. The company chose QlikView for its graphic reporting power and low cost of ownership. “We decided to use Qlikview because it’s quicker to generate the reports we needed,” said Lina Tiong, MIS Manager of tesa tape in Singapore. “QlikView allows us to have flexibility of filtering information and merging data from different sources.”

Sales analysis provides direct visibility

The company’s first application using QlikView was a sales analysis application for affiliates reporting into the regional head office. Previously, individual affiliates sent their data to the Singapore office via Microsoft® Excel or Access. “We had to then load their data manually into our own applications. This was resource-intensive and

In the Asia-Pacific region, tesa has local sales teams in 13 countries for fast and reliable on-site service; experienced technical specialists for each market segment to support their customers and find the best solution for their needs; storage, production, and converting centers in Australia, China, India, Malaysia and Singapore for fast and reliable deliveries; and certified

Solution Overview

tesa

Leading manufacturer and distributor of pressure sensitive adhesive tapes

Industry

Mill Products

Function

Sales, Operations, Finance

Geography

13 Countries Throughout Asia-Pacific Region

Challenges

- Improve data accessibility to company’s Asia-Pacific subsidiaries and affiliates
- Enhance the usability of business data by integrating flexible, high-powered, multifunctional analysis tools
- Reduce the time and manpower required to develop practical, visual reports

Solution

tesa deployed QlikView to 70 employees with plans to roll out QlikView to all its affiliates in the region – 13 countries in total. With QlikView touching 3 functional areas, tesa now automates full sales and financial analysis across the region. The company selected QlikView to complement its new Navision ERP system for better visual reporting. Now the company saves countless hours in reporting and analysis and experiences operational benefits across all of its affiliates.

Benefits

- Faster data analysis and reporting for increased responsiveness to trends and customer demands
- Consolidated data from widespread affiliates, dramatically improving accuracy of data
- Increased usability of critical business data – the company can now see rich sales data from individual countries, affiliates, and offices
- Elimination of manual reporting and data reconciliation

Data Source Systems

Application: Navision

QlikTech Partner

QlikView SEA



we were always one step removed from visibility,” said Lina.

Now, individual affiliates in Australia, China, Japan, Malaysia and Singapore use QlikView to pull online information for monthly consolidation. The application pulls directly from the ODBC in tesa’s ERP system, eliminating the manual reporting manipulation people had to do in the past. tesa can see sales information from individual countries directly, viewing profits and margins by office, affiliate or country, and by products.

“The visual capabilities are great; we

have different and better ways to view information,” said Lina. “We can see multiple dimensions with one report, instead of having to build different reports for each sort.” This saves a tremendous amount of time, allowing Lina’s limited IT staff to focus on other activities.

Flexible consulting from QlikTech

Because tesa’s internal team was focused on the ERP implementation, the company brought in consultants from QlikTech’s Asia-Pacific group,

QlikView SEA (Southeast Asia). They have provided support for application

development. “The consultants are great; they’re so flexible,” said Lina.

QlikView SEA consultants are also doing end user training. “We’d be able to do it ourselves, but we’re just short on resources,” said Lina. The consultants traveled to the various tesa offices for a day of training sessions. The users have found it easy to work with the company’s QlikView applications.

Once tesa completes its ERP rollout to the subsidiaries in the Asia-Pacific region, Lina’s goal is that all of the subsidiaries use QlikView for their reporting.

“ The visual capabilities are great; we have many different and better ways to view information now. We can see multiple dimensions with one report, instead of having to build different reports for each sort. ”

Lina Tiong, MIS Manager, tesa