



Case Study
Kettle Foods



Business and Technology
Working as One

Kettle Foods chips away at reporting time with Inca and IBM Cognos Express

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Overview

Challenge

To give end users at Kettle Foods Ltd the ability to generate their own reports in one secure system without relying on IT, and increase the reliability of the reports utilised by the board.

Why Inca?

Inca used a collaborative approach in their consultancy for Kettle Foods Ltd to create a tailored model and to ensure a successful implementation.

Solution

IBM Cognos Express was chosen because of its value for money, ease of configuration, and simplicity of use.

Key Benefits

The time taken to generate financial reports has shrunk from eight weeks to less than three, Kettle Foods’ end users can now create their own reports, and the board can now rely on the data.

Company Overview

Originally founded in 1978 in Salem, Oregon by Cameron Healy, Kettle Foods has become one of the leaders in the premium potato chip industry, launching in the UK in 1988 with headquarters in Norfolk. By 2008, its main brand, KETTLE® Chips, was the 6th fastest growing grocery brand across the UK (The Grocer), and the KETTLE® brand is distributed around the world.

The Challenge

In the process of building this successful brand, the business found that it had developed a reporting headache. Its antiquated system consisted of 70 to 80 spreadsheets, which were constantly being updated and sent back and forth between departments. The reporting process took at least eight weeks, and if any modifications needed to be made, it took a minimum of two days.

People also had difficulty creating their own reports, and would have to rely on an IT software developer to do the job for them. This ended up taking most of the developer’s time, which would otherwise have been spent on other pressing IT needs.

Shaun Richardson, IT Manager at Kettle Foods Ltd explains: “Our old system consisted of spreadsheets that were emailed out to sales team members across the country. They would then fill in the spreadsheet and email it back to finance, which would then assemble the individual spreadsheets into a central model.

“However, if the sales team added additional rows to the spreadsheet, then the macros the finance team used to consolidate the data just wouldn’t work.”

The Solution

The decision to get a new business analytics solution was made when board members at Kettle Foods Ltd found they were spending 60 percent to 70 percent of their meeting times figuring out which data from the reports were reliable and current. Consequently, a set of requirements was drawn up; the new system had to give end users the tools they needed to generate their



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own reports and consolidate them on one, easy-to-use, secure platform. It also had to be able to produce a single report that board members could trust, so that they could spend their time making business decisions rather than arguing over spreadsheets.

After a long search for a solution, Kettle Foods Ltd chose IBM Cognos Express, along with Inca Software, a Logicalis Company as their IBM Business Partner. “We spent a year looking at the relative merits of a variety of Business Analytics software solutions,” Richardson recalls. “We selected IBM Cognos Express because it combines the planning and modelling strengths of IBM Cognos TM1 and the reporting strengths of IBM Cognos Business Intelligence in a value-for-money offering; providing a complete planning, reporting and scenario-modelling toolset.”

Kettle Foods Ltd selected Inca not only because of their expert knowledge of IBM Business Analytics solutions but also because they were prepared to go that one step further; “One of the reasons we chose Inca Software was that the team were prepared to mentor us rather than put us through the standard training programme,” Richardson explains. Inca worked with Kettle Foods Ltd to create a reliable, updated, standard reporting model which includes a budgeting report model that is accessed via a web browser and immediately reflects updates to users in multiple departments (sales,

finance, production and management). Sales reports are generated directly from the ERP system, eliminating time-consuming updates to spreadsheets and providing instantaneous revisions.

Key Benefits

The new IBM Cognos Express solution has transformed Kettle Foods’ reporting procedures; the time taken to generate financial reports has shrunk from eight weeks to less than three. Meanwhile, making changes to a report has been cut from two days to just the time it takes to input the data into the new system. Unsurprisingly, Richardson is delighted. “The sales team now has a rolling budget and at any point during the year they can press a button to see the latest view of the business and make forecasts,” he says.

Users, such as sales; finance; production and management, are now able to create their own reports, relieving IT of this responsibility, whilst the data in the reports is now reliable enough to be used by the board, enabling them to make business decisions and spend less time deciphering data. “We found IBM Cognos Express to be simple to use, easy to configure and innovative in being able to mold a model specifically tailored to our specific needs, with help from Inca Software consultants, who made the process even smoother,” Richardson comments. “We look forward to continuing to utilise IBM Cognos products and taking advantage of Inca’s expertise.”



About Inca Software

Inca Software, a Logicalis Company, specialises in IBM Business Analytics application solutions, and currently provides services and support to over 400 organisations, across all verticals in the UK. In October 2011 Inca won the prestigious IBM EMEA Business Partner Excellence Award for the second consecutive year, in recognition of its sustained success in the market. Founded in 2002 and acquired by Logicalis UK in 2011, Inca's core business proposition as an IBM Premier Business Partner has remained the same: to maintain and grow its position as the partner of choice for organisations who want to gain clear business insight and drive improved performance through business analytics.

For more information visit www.incasoftware.co.uk

About Logicalis

Logicalis is an international provider of integrated information and communications technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications and collaboration; data centre; business analytics; video; professional and managed services, hosting and cloud services.

Logicalis Group employs nearly 2,500 people worldwide, including highly trained service specialists who design, specify, deploy and manage complex ICT infrastructures to meet the needs of over 6,000 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM, Microsoft and NetApp.

The Logicalis Group has annualised revenues of over \$1 billion, from operations in the UK, US, Germany, South America and Asia Pacific, and is fast establishing itself as one of the leading IT and Communications solution integrators, specialising in the areas of advanced technologies and services.

The Logicalis Group is a division of Datatec Limited, listed on the Johannesburg and London AIM Stock Exchanges, with revenues of approximately \$5 billion.

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