

NUTRICIA FEEDS REPORTING AND ANALYSIS HUNGRY ORGANISATION THROUGH INCA BUSINESS INTELLIGENCE IMPLEMENTATION

NUTRICIA

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IT FORMS A STRATEGY FOR FASTER MORE FLEXIBLE REPORTING & ANALYSIS

Nutricia is part of the Numico Group which is a high growth, high margin, specialised nutrition company, which focuses on nutrition for babies, toddlers, sick and elderly people. Nutricia has grown from the Cow & Gate company which was founded in 1771, whereas the Clinical division has been part of the business for just over twenty years. Nutricia is well known for infant nutrition brands, Cow & Gate and Milupa.

Nutricia was divided into two divisions three years ago to focus special attention on managing the different needs of each product range. The two divisions one focusing on infant nutrition and one on clinical products, require very different data and have different reporting requirements.

Meeting the diverse reporting and analyse needs of these two divisions placed a strain on the in-house information systems

extracting information from an aging ERP system. Users were reliant on IT to answer queries or run reports and it was felt that more dynamic access to relevant information, such as ad hoc reporting and 'what-if' analysis would add value to both parts of the business. Users also were eager to have more access to third party industry and marketing information.

The I.T team worked with the business to construct an I.T strategy that would improve access to information and enhance specific reporting and content for both divisions. This plan involved a phased implementation of an integrated Business Intelligence solution including the construction of a data-warehouse and a major upgrade of the ERP systems.

"With a small I.T team and limited data-warehousing knowledge we knew that we were undertaking an ambitious Business Intelligence project", says Janet Clayton, Head of Business Systems. "Our goal was to enhance the range and flexibility of reporting and analysis and introduce a culture of self-sufficiency for our diverse users. We knew that we only had once chance to get it right and therefore selecting the right products and consultancy was vital."

RIGHT BUSINESS INTELLIGENCE SOFTWARE AND CONSULTANCY PROVIDE FORMULA FOR SUCCESS

Having examined the market, Nutricia selected IBM Cognos PowerPlay and ReportNet from Inca to provide the data integration and Business Intelligence reporting and analysis engine to exploit the data-warehouse.



BENEFITS SUMMARY

- Business Users free for the first time to perform own ad hoc reporting and 'what-if' analysis
- Met specific reporting and analysis needs of two separate business divisions through one implementation
- Enabled access to third party and industry information sources
- Provided mobile access to information for sales team
- Maximised investment in ERP transformation project

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The investment in IBM Cognos would also give the Nutricia sales forces mobile access to systems enhancing the quality of sales reporting and create a central reporting engine to support the different reporting needs of its sites at Trowbridge, Liverpool and Dublin. Janet Clayton explains, "The greatest opportunity we perceived from the project was to draw all of our internal and relevant external data together for the first time."

Inca has contributed to the project's success by supporting the IT team at both the project scoping and implementation phases. Inca has enabled the first part of the project to be completed despite the need to include additional divisional requirements into the plan. Sales reporting, budgeting and forecasting have all been completed with users eagerly embracing the new analysis

possibilities to make maximum use of the functionality based on relevant finance and sales figures.

DATA-WAREHOUSE PROVIDES A NEW VIEW OF THE MARKET

"Our investment in a data-warehouse not only gives our business users more flexibility, speed and consistency in their reporting and analysis but also access to more market and industry information than ever before", explains Janet Clayton.

The decision to include third party information within the data-warehouse was driven by the desire to deliver greater demand visibility ultimately impacting marketing and production plans within the ERP system. Nutricia's clinical division sells its range of products to medical wholesalers. However by analysing information from external data sources, Nutricia can see beyond the orders from the wholesalers and project trends, develop new products and analyse patient numbers.

Analysis provided through the data-warehouse will also allow Nutricia's clinical division to monitor NHS contracts more closely as this information was previously retained in different, unlinked systems which made interrogation complex and arduous.

The second phase of the implementation will deliver more senior level intelligence and the IT team anticipate the growth of score-carding within the organisation.

"The whole project was a terrific challenge but I can definitely say a challenge well met by all involved."

