

Amcor Rentsch Europe deployed  
arcplan Enterprise utilising the Amcor  
Rentsch infoCOCKPIT®



# Enterprise

## → Efficient reporting with a heterogeneous database:

Amcor Rentsch deploys the arcplan Enterprise-based infoCOCKPIT® that:

- Accelerates reporting
- Reduces the time required for the task
- Eliminates redundancy of data
- Integrates the analysis of contribution margins
- Integrates production reporting
- Makes planning more flexible
- Meaningfully combines planning figures from sales and production
- Expands the basis of information
- Improves the quality of information

Amcor Rentsch infoCOCKPIT®

The Amcor Rentsch infoCOCKPIT® is a customised balanced scorecard system based on arcplan Enterprise. It holds all relevant basic information in a unified data warehouse.

The system's heterogeneous reporting landscape:

- Creates simple and efficient data processing sequences.
- Reconciles various systems and platforms through an integrating interface.

Utilisation for strategic management  
and operative actions

The solution supports both strategic (benchmarking) and operational (production) processes: real-time analysis made easy, anywhere.

Software in action

- arcplan Enterprise
- Microsoft SQL server and analysis services
- Baan
- Hyperion
- Flat and Excel files

"With the Amcor Rentsch infoCOCKPIT®, we have absolutely reached our goal of implementing an integrated platform that's easy to handle," says Barbara Bott, Head of Corporate Controlling at Amcor Rentsch Europe and project leader, explaining the decision. "The enormous savings of time, in particular, speak in favor of the project. Thanks to the intuitive arcplan Enterprise-based user interface, user-friendliness and the clear presentation of information, our employees are quickly accepting the solution."

## A successful partnership:

Amcor Rentsch, bwv IT solutions and arcplan  
bwv IT solutions AG is a software supplier of business intelligence (BI) solutions. They created the new solution on the basis of the arcplan Enterprise platform. bwv IT solutions AG is a partner of arcplan who have prevailed over the competition using the infoCOCKPIT® solution.

### Project duration:

6 months	evaluation phase
3 months	implementation of first release
2 months	testing and tuning
3 months	expansion
1 month	final version with BSC and KPI

"We chose bwv IT solutions AG, because its high level of professional competence stood out among the other providers," Barbara Bott explains. "In addition, cooperation with bwv IT solutions was highly efficient and constructive, and the entire project went smoothly. Another important aspect from our perspective was the great flexibility in linking the most divergent data sources - a criterion that infoCOCKPIT® meets fully, thanks to arcplan Enterprise."



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Packaging Industry  
Balanced Scorecard



arcplan  
case study

Amcor Rentsch Europe  
is a market leader in tobacco packaging  
and is also highly ranked in special  
cosmetics packaging.

Process-Driven Analytics

Amcor Rentsch Europe is headquartered in Rickenbach, Switzerland, with total sales in 2004 amounting to c 405 million euros. The company has more than 1200 employees with production sites in Switzerland, France, Germany, Poland, Portugal and Russia.

AMCOR RENTSCH  
EUROPE

The evaluation and interpretation of data provides the information that key personnel at Amcor Rentsch need to determine the direction of processes. These key persons make strategic and operational decisions at all levels and are responsible for continual optimisation and innovation.

By deploying the arcplan Enterprise-based infoCOCKPIT®, Amcor Rentsch has the potential for qualitative and financial improvement in sales, production and management control.

# arcplan Enterprise



## → Need for action:

### Heterogeneity: what is missing is the integrating power

An existing data warehouse is supplied with sales data by a Baan solution acting as an ERP system. The data warehouse is based on Microsoft SQL Server. Hyperion, Microsoft Access and Excel supply data for sales, capacity and production planning. Reporting is prepared and Key Performance Indicators (KPIs) are generated from the same sources. Although information is available, it is difficult to obtain and compile. Hence, meaningful analysis is required.

### Redundancy: effort & source of errors

Variety and heterogeneity automatically lead to redundant data storage. For example, the same sales data were recorded for sales planning and reporting in the Access database, and in the Excel-based balanced scorecard - resulting in costly maintenance fraught with risks.

## → Practical benefit

### The rolling forecast

In the rolling forecast, sales volumes and figures are represented per product family, over a period of 18 months. At the same time, hierarchies can be assigned to each level whether products, machines or clients. All other values used, such as, budgets and revised forecasts are based on the rolling forecast. Data does not need to be entered manually as the copy function transfers data to the appropriate value type, for example, budgets and frozen rolling forecasts. A screen shot can be taken which 'freezes' the rolling forecast, allowing the user to check accuracy.

### Production: planning for all levels

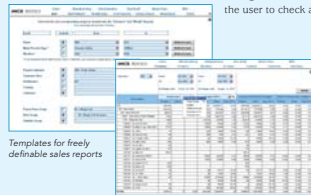
In production the infoCOCKPIT® can help with planning the utilisation of plants, and in mapping performance data. Reporting and target/actual comparison of production data can be evaluated on all levels, such as machines or machine groups.



Overview of machine utilisation by production sites

### Capacities: production geared to demand

Sales data and production planning are connected and show the capacity forecast. Evaluation takes place at various levels, such as, group, company, machine group and machine level. This makes it possible to recognise shifts in demand that lead to insufficient or excess capacity, facilitating quick reaction/correction that optimises plant utilisation.



Templates for freely definable sales reports

Examples of freely defined sales reports

### Sales:

**a handle on finances and contribution margins**  
The analysis of the contribution margin is based on production data from the ERP system. The added value is calculated automatically and integrated into the rolling forecast for all product family levels. One advantage of infoCOCKPIT® is that budget planning is made considerably easier



Graphical targets/actual comparison, monthly sales

Dynamic input templates for sales budgets and forecasts

### Management control and benchmarking: all data from one source

The balanced scorecard (BSC) data was integrated into the management information system of Amcor Rentsch Europe thus ensuring data availability onsite.

KPIs for the BSC data are loaded into the data warehouse in the financial section. At this point all sales and production related data have been integrated and are directly connected to the BSC. Data that is not available from other applications or interfaces is entered manually.

### Balanced scorecard: reporting with commentary

All BSC reports reflect information per month, per company, and on a Group wide basis, in varying degrees of detail. There is a facility for Divisional Heads to add comments to monthly KPIs. These comments are integrated into the respective KPI reports. This new process replaces the former executive monthly reports.

## → Solution:

### The SQL-based data warehouse: unified, current, flexible

Today, all relevant basic information is kept on an SQL Server-based data warehouse. This interfaces with various data sources and the data is regularly and automatically updated. An integrated application distributes and administers all reporting and planning, including the balanced scorecard.

### Using the data:

#### fast, efficient, variable

Users access the various data sources directly through 'drag and drop'. They analyse the desired data quickly and easily without technical programming knowledge. Through a 'drill-down' function they systematically identify details and problems.

### For example:

- 71 Sales and capacity planning
- 71 Sales and production reporting
- 70 KPI reporting
- 21 Profitability analysis

**Communicating information: transparently, meaningfully and consistent with the CI**  
arcplan Enterprise achieves professional views in a dynamic, clear, transparent and meaningful way. All analysis, reporting and scheduling is communicated in a clear and understandable manner using graphs, tables and diagrams. A professional look and feel is achieved incorporating company logos and designs.

**Regulating access: individually on all levels**  
Using a specific authorisation process access rights are assigned flexibly to a range of personnel. This modular authorisation process controls access to the system.



## → Time saved: the benefit in days

Division	Task	Time saved
Sales	Per budgeting and forecast process (twice yearly)	2 weeks per year per account manager
Supply chain		5 days per month
Corporate controlling	KPI reporting	3 days per month
	Production data reporting	1 day per month
	Per budgeting and forecast process	2 weeks per year
	Data preparation and analysis	2 days per month
	Data preparation for sales Reporting	0.5 day per month
Companies	Data preparation and analysis	3 days per month