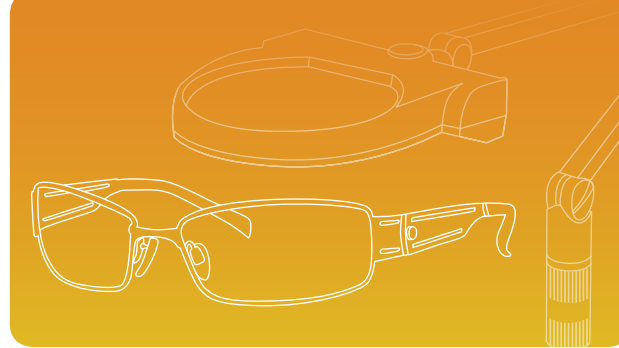


# Eschenbach Optik GmbH in market-leading position with arcplan Enterprise



## INDUSTRY

- Optical industry

## SOLUTION

- Management information system (MIS) based on arcplan Enterprise

## COMPANY / COUNTRY

- Eschenbach Optik GmbH / Europe-wide

## REQUIREMENTS

- Interactive, up-to-date, flexible reporting, based on standardized data and key figures from different sources
- Clear, structured information arrangement with standard layout

## SOFTWARE

- arcplan Enterprise
- Hyperion Essbase
- IBM DB2

## USERS

- 50 managers and specialist co-workers

## BENEFITS

- Improved sales and product management
- Considerable time savings
- Cost savings



Headquartered in Nuremberg, Eschenbach Optik produces and markets spectacles, vision aids, leisure optics and technical optics. This traditional company has nine sales branches in Europe, two in the US, one in Japan, and 550 employees, who achieved sales of around 100 million Euros in 2007. The goal is to secure the market-leading position in marketing long-distance optical products, weather instruments, vision aids, and spectacle frames, as well as successfully developing the company even further. To accomplish this, management needs as a basis for decision-making a broad spectrum of accurate, up-to-date data on the many different items produced as well as on the 10,000 customers that exist in Germany alone. Equally, it needs to be able to spot opportunities and dangers in reasonable time.

With the future-oriented arcplan-based management information system (MIS), Eschenbach Optik GmbH management benefits from a Performance Management solution that enables it to increase the quality of its products and services and to recognize and exploit competitive advantages in the fast-moving optical market. The application developed by arcplan partner company MIP enables

- numerous evaluations of sales data by parameters like branches, items and customers, and
- evaluations for purchasing and quality assurance.

This is achieved on the basis of a homogeneous, high-quality database for products and customers. Management has at its disposal an instrument suitable for

- optimizing internal resources planning
- managing the sales structure and
- intervening promptly in operational procedures to take corrective action.

## Replacing static reporting system

Before the introduction of the management information system, the company evaluated sales data mainly through statistical reports in the form of lists. Management usually received the print-outs once a month. Upon request, the IT department could produce special SQL or query retrievals from the DB2 database. This statistical solution offered no opportunity for analyzing up-to-date data. Also, sales data comparisons could be carried out only with difficulty and frequently delivered varying results, as no homogeneous exit database was available. Finally, not all available information could be included in the analyses. Decision-makers had no comprehensive, up-to-date overview of operational processes, customers and markets.

*„With the help of arcplan Enterprise, we have created a central management information system that makes available all our relevant company data and parameters for sales, purchasing and quality assurance at the push of a button. This is a quantum leap in the quality, depth, and ability to evaluate data. Management has at its disposal a solid, meaningful basis for managing sales, selecting the right product, and spotting opportunities and risks.“*

Michael Böhme, Central Accounting Manager,  
Eschenbach Optik GmbH

## Up-to-date, interactive management information system

To secure an up-to-date information flow and interactive reporting based on a standardized database, at the end of 2003 management decided to introduce a flexible management information system. Working alongside the MIP consultants, the technical support team around Thomas Stadelmann developed a flexible data warehouse for arcplan's Performance Management solution. With this system, complex analytical solutions could be reproduced simply, efficiently and flexibly. After just seven months, the first sales applications were available to HQ and branch management. Management can evaluate sales data by any desired parameter at the push of a button. For example, to spot opportunities or problems, it is now possible to analyze sales figures by individual branch, customer or representative structure and individual item. Also, with the arcplan solution it is easy to follow the development of sales, as it is possible to obtain comparisons over several years.

Reports and analyses go beyond the sales figures. Since the end of 2006, the purchasing department has been added. Management can evaluate data in this area just as flexibly as in sales by various key figures for suppliers or products. Quality analyses of the second new area have been produced since 2007. For instance, company management can now monitor product and service quality via credit slips or returns evaluations and also optimize resources planning. In addition, the arcplan solution fulfills a decided management requirement – it can be operated intuitively without the need for training and the reports are clear and well structured.

## Faster recognition and exploitation of competitive advantages

With the help of analyses from a wide, homogeneous, high-quality database of customers and products, Eschenbach Optik management can

- quickly recognize and exploit competitive advantages,
- manage operational costs more carefully, and
- introduce corrective measures to procedures.

The solution brings with it considerable time savings, as reports are instantly accessible thanks to Web access. Also, IT co-workers are disburdened of the trouble of producing lists. „With our expertise, thanks to the flexibility of the arcplan solution, we can produce new reports ourselves and adapt them to management requirements as needed. Of course, this also cuts down on costs,” explains a satisfied Stadelmann. He and his team are constantly engaged in developing the solution further. It's not just a matter of adding new reports. Evaluations of new information areas, such as quality assurance, for example, are made accessible.

## Affiliated partners

MIP GmbH has supported the development of Eschenbach Optik GmbH's management information system from the start. The innovative service company is distinguished by years of experience in business intelligence and data warehousing.

[www.mip.de](http://www.mip.de)



## About arcplan

arcplan is an established independent business intelligence solution provider delivering timely, contextual and actionable information that empowers businesses to improve business performance while leveraging existing infrastructure. Since 1993, arcplan has enabled more than 2,800 customers worldwide to achieve organizational efficiency through the powerful combination of information and analysis proving beneficial to the bottom line.

[www.arcplan.com](http://www.arcplan.com)

arcplan, Inc., 1055 Westlakes Drive, Ste. 175, Berwyn, PA 19312 P +1 610 902 0688 F +1 610 902 0689 E [salesUS@arcplan.com](mailto:salesUS@arcplan.com)  
arcplan Information Services GmbH, Elisabeth-Selbert-Str. 5, 40764 Langenfeld, Germany P +49 2173-1676-0 F +49 2173-1676-100 E [info@arcplan.com](mailto:info@arcplan.com)