

KAISER + KRAFT EUROPA optimizes service provision with arcplan Enterprise



INDUSTRY

- B2B mailorder company

SOLUTION

- Executive information system (EIS) based on arcplan Enterprise

COMPANY / COUNTRY

- KAISER + KRAFT EUROPA / Germany

REQUIREMENTS

- Standardized database as accounting basis for figures to enable the comparison of company areas
- Clear, structured evaluation of operational activities

SOFTWARE

- arcplan Enterprise
- Oracle Essbase
- IBM DB2

USERS

- 600 management and processing co-workers

BENEFITS

- Improved service
- Cost savings
- Considerable time savings

B2B mailorder firm KAISER + KRAFT EUROPA, a division of TAKKT AG, supplies 40,000 business, office and storage equipment products by catalogue and via the Internet. With a million customers, the European market leader is present at over 40 sites in more than 20 countries in Europe, as well as Japan and China. As the TAKKT AG division with the strongest sales, in 2006 KAISER + KRAFT EUROPA were able to report sales of around 450 million Euros. For the mailorder firm, quality assurance and ongoing improvement of products and services are central components of its company strategy.

To achieve the highest service quality and expand its market leadership in the business equipment sector, management must have available at any time accurate and up-to-date information, as well as evaluations on all operational activities.

With the arcplan-based executive information system (EIS), KAISER + KRAFT EUROPA benefits from a Performance Management solution that enables senior and middle management in particular to monitor product quality and manage service activities. In this way, consistent service orientation is implemented and high levels of customer loyalty achieved.

The Web-based application from arcplan partner company MIP delivers at the push of a button standardized reports that bring together all the up-to-date relevant data from

„With our arcplan Enterprise-based executive information system, we have created a central information platform that provides all of our relevant data and parameters at the push of a button. Sales, Accounting, Acquisitions and Warehousing have access to the same database via the Web. Evaluations of up-to-date, standardized figures provide management with the basis for making decisions for optimizing customer services and product selection.“

Achim Vogel, Group Leader Data Warehouse,
KAISER + KRAFT EUROPA

- various data sources and application areas,
- sales analyses by individual regions or customers and
- other company figures.

In addition, management and controllers can precisely tailor human resources planning to customer needs based on CTI (computer telephony integration). High levels of customer satisfaction are also served by detailed complaints evaluations. These allow management to intervene swiftly and take targeted corrective action.

Costly report production through heterogeneous data sources

Before the company-wide introduction of arcplan Enterprise, the data needed for evaluations was kept in two data warehouses, which were managed separately and independently of each other. For reports and analyses, management used Excel lists. Data was manually consolidated into a report from various presentations and the procedure was very time-consuming for co-workers. In addition, each user generated his or her own query report and consequently they produced different results; there was no standard way of selecting data. The end result was that management was unable to compare company figures, which made interpretation difficult and slowed down the decision-making process.



KAISER+KRAFT



Reporting and analysis to order

Two years ago, KAISER + KRAFT EUROPA management decided to unite the information flow and switch over to a central database. Together with MIP GmbH consultants, KAISER + KRAFT EUROPA's Dataware-House Group management developed the design for combining the two existing data warehouses. For companywide reporting and analysis, the B2B mailorder company decided on arcplan's Performance Management solution, as with this application even complex facts can be simply and flexibly reproduced. Six months later, the first applications with Web-based access were available to 600 users at management level and also to processing co-workers.

Now, for example, it is possible to produce a comprehensive evaluation of complaints. At the push of a button, management can analyze complaints in an orderly manner according to different criteria, such as the number of complaints per month, reasons or causes of damage. So the company is in a position to make corrections in the right places. These options for flexible analyses are critical to the success of KAISER + KRAFT EUROPA, as a high level of customer satisfaction is the top goal for a mailorder company. Another application is used for telephone statistics evaluation. Based on the number or length of calls, human resources planning can be optimized and thus the quality of service improved.

All reports have a standard layout and therefore a high degree of recognition value; they are clear, well structured and simply maintained and offer flexible, intuitive navigation, so that management can find the desired reports straight off: graphics, tables and diagrams make the contents clear.

Better company performance through transparent information

arcplan-based applications provide the basis for improved company performance. Management has control at any time of products and services provided on the basis of up-to-date, accurate information. In addition, on the basis of the sales evaluation results, management can swiftly react to market requirements with standard key company figures and make corrections in good time thanks to up-to-date figures. In this way, customer satisfaction and loyalty are lastingly improved. The solution

also enables considerable time savings for co-workers. KAISER+KRAFT EUROPA could save around 30 person days a year in incoming orders statistics and as much as 350 person days a year in inventory control system key figures. The mailorder company plans to extend the arcplan solution to Acquisitions, Warehousing and Sales.

arcplan-Partner MIP GmbH

MIP GmbH has been working with KAISER + KRAFT EUROPA since 1999 and supported the company in developing its first data warehouse, generating multidimensional slice-and-dice and in reports design. The innovative service company is distinguished by years of experience in business intelligence and data warehousing.

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.

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