



## ➔ Analytical application based on arcplan Enterprise delivers quick and up-to-date management information for decision makers

### **Analytics on the fly**

Just over a year ago, Leifheit AG set up a company-wide management information system with the help of the IT consultancy firm antares. The analytical business intelligence platform, which was implemented, was based on CIM-OLAP software running on arcplan Enterprise. Users from Sales, Finance and Management can now benefit from this application which:

- ensures the information provided is more up-to-date and of improved quality,
- makes it possible to produce consistent and precise sales and turnover evaluations,
- provides up-to-date, target-oriented sales and market information, and
- enables significant, flexible Group-wide reporting.

### **Software in use:**

- **JD Edwards standard software**
- **arcplan Enterprise**
- **MS SQL Server**

### **Starting point – inconsistent data sources, considerable administration costs**

Data for reporting results was not stored centrally in a database. Following the comparison of local data management by employees and by the system at head office, it was identified that the information was not always consistent. In addition to this, the double data management required considerable administrative efforts.

### **Areas of application – strategic and operational**

Controlling and Management in the Sales and Marketing departments use this solution to produce standard reports and also for the standard evaluation of sales and turnover.

### **Benefits – efficient, flexible, accurate**

**Multi-layered, significant:** reporting, analyses

**Consistent, precise:** quality of information

**Accelerated, efficient:** workflow

*“The various analysis options in the application provide a better picture of trends for individual customers across the Group, the range of brands and the turnover. With detailed knowledge of your own market, trends can quickly be identified and profitable business developments can be planned precisely.”*

*Waldemar Grund, IT project manager at Leifheit AG*

## Successful partners:

Leifheit AG, antares Informations Systeme GmbH and arcplan

In collaboration with BI consultancy department at antares Informations Systeme, Leifheit AG implemented its Group-wide, web-based management information system. Both partners based the reporting and analysis solution on arcplan Enterprise, the analytical business intelligence platform by arcplan.

“antares Information Systeme was the right partner for us. The solution based on arcplan Enterprise emerged as the clear winner from our evaluation matrix and the prototype with which we were already familiar also faired well in our test figures,” project manager Waldemar Grund explains the choice. “Moreover, the project was carried out very smoothly and three days after the software was implemented, key users could already work with the application.”

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Industry  
Reporting and Sales  
Analysis Solution

arcplan  
case study

**Leifheit AG uses arcplan Enterprise to analyse sales and support decisions**

## Process-Driven Analytics

*With famous brands such as LEIFHEIT, Soehnle and Dr. Oetker bakeware, Leifheit AG is one of Europe's most well-known suppliers for homeware and bathroom appliances. The Leifheit Group, with 1,600 employees in Germany and abroad, has consistently focussed on brand goods and generated a turnover of EUR 296 million in 2005.*



www.arcplan.com

# arcplan Enterprise

“The flexibility of arcplan simplifies work with large business partners as the application can map their specific processes, for example any peculiarities in billing. Furthermore, the new solution fulfils our criterion of requiring as little support as possible.”

Waldemar Grund, IT project manager at Leifheit AG

## → Need for action:

### Local, inconsistent information hinders precise reporting of results and planning

To reinforce its leading market position in the field of household appliances, Leifheit has traditionally relied on IT as an instrument to support business processes and problem solving. In this context, the Group offered Sales the possibility of carrying out sales and turnover analyses with specially designed IT applications a few years ago. Field staff in Germany were provided with a CRM system including the relevant statistics module. The system ran centrally on a Windows server and field staff had the software with the databases they required installed locally on their notebooks. Data consolidation ran via a special interface for the specially developed ERP system. The relevant data for all employees was extracted and available to each individual employee. The software selected the changes of the master data and variable data

on a AS/400 in night jobs and made them available to the CRM system - a procedure which could not fulfil the increasing demands of loading and processing times from the AS/400 to the server nor from the server to the field staff's notebooks. “Besides, the data on the system was not always consistent,” reports Waldemar Grund, IT project manager at Leifheit AG. „That meant there were different figures on the notebooks of the field staff and the server in the control centre. This is unacceptable in the long run for precise results reporting and planning,” continued Grund. Finally, the software on the mobile devices required a considerable amount of support such as when new updates were distributed.

## → Solution:

### arcplan Enterprise and OLAP technology deliver reports and analyses worldwide via the Web

In 2004, the Group decided to replace its existing ERP system with a standard application by JD Edwards. To be able to guarantee profitable business development, the Management required global sales analyses for individual customers, for brand ranges and turnover comparisons of individual planning periods e.g. months or years. “This prompted us to replace the CRM and statistics software we had been using for five years with a flexible BI solution which also provided Internet access across the Group,” Grund said.

The primary aim of the new solution was to map current turnover and sales figures in a consistent management information system (MIS). Central data management on a server at the control centre should follow shortly allowing users direct access to data via the Internet without having to set up local databases on notebooks. The BI application is also set to include the demands of the Management to accommodate reporting, map specific sales structures and ensure minimum administration effort for clients in the long-term.

## → System development:

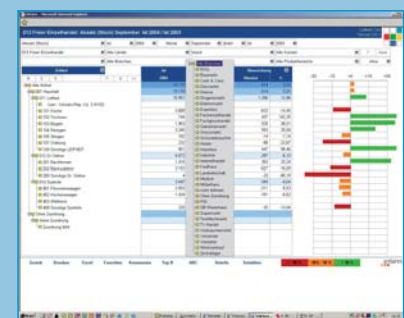
### fast and efficient with the ready-made CIM solution

Now the new business application has been implemented, the MIS should be set up as quickly as possible. After comparing different analytical applications project manager Grund's team opted for the OLAP module of the CIM (Corporate information mall) solution from arcplan partners antares Information Systeme GmbH. “The solution emerged as a clear winner from our evaluation matrix,” Grund explains the choice. “The software met 80% of our criteria such as being a simple and easy-to-use front end, having good navigation system and consistent look and feel of the screens,” according to the project manager.

“We were also impressed by the BI application as the antares prototype had already produced good results in our test figures.”

The solution is based on the arcplan Enterprise analysis software and offers OLAP technology as well as ready-made data models and screens for reports and analyses. The application collects data directly from the ERP system and places it centrally in a data warehouse on a SQL server which feeds the OLAP cube. Automatic procedures update the information daily.

Five months passed between the installation of the analytical application on a test server in September 2004 and the first real report with the arcplan Enterprise application in January 2005. Jochen Brühl, Managing Director of Sales and Marketing at antares, explains, “For the actual installation of our solution only five man-days were needed. We needed this time to precisely adjust the solution to the structure data at Leifheit.” According to the Leifheit project manager, only two-man days after installation the test system was already fed with master and variable data from the ERP system and the customer and article structures of the company were mapped. From the third day, key users were already working with the system so that the consultants could still carry out extensions and changes suggested by users.



Sales analysis according to industries



Management Cockpit - Key figures overview



Analysis of sales quotes per partner company

## → Practical Benefits:

### Multi-layered reporting and flexible evaluations of sales and turnover provide a picture of developments of customers and brands

Approx. 80 employees (in-house and field staff) from Marketing, Controlling and Management now work with the analytical application. Besides offering multi-layered standard reporting, CIM-OLAP provides flexible evaluations of sales and turnover. “The various analysis options provide a better picture of trends for individual customers across the Group, the range of brands or the turnover. With detailed knowledge of your own market, trends can quickly be identified and profitable business developments precisely planned.” The flexibility of CIM-OLAP offers the company a further advantage, according to Waldemar Grund. The daily processes in work with large business partners have become easier as the application can map their specific processes, for example peculiarities in billing of the turnover. Furthermore, the new solution fulfils the company's criterion of requiring as little support as possible.

### Fast development of additional analytics possible due to new application

Finally, the Leifheit project manager stresses the benefits of a harmonised application structure, “They made it possible for us to quickly compile our own reports and evaluations – to put it another way analytics on the fly.”

To be able to extend the BI application independently, employees from the relevant departments attended a three-day training session. “The application may be extensive but can nevertheless be modified or enhanced without much programming knowledge. A mere two weeks later, these key users had already compiled the first reports,” reports Waldemar Grund. And what is more, “We now have a great deal of arcplan know-how in the company but still continue to rely on antares support services.”

## → Future:

### Enhancement by introducing further reports and a planning module

Project partners had planned the extensions to the solution from the outset. Since the end of May 2006, BI specialists have been in the course of extending the application with a ready-made planning module which is set to be launched in October. The preliminary work was carried out when the OLAP cube was defined for reporting and analysis. In addition, the representation of the net turnover in the BI application is planned and in a subsequent step the mapping of profit margin per customer and article.

**Sep. 2004 – Dec. 2004:** Start of the project, implementation of the test system, adjustments  
**January 2005:** Application release

**February 2005:** First report with arcplan Enterprise  
**Number of users:** 80 users worldwide  
**Departments:** Sales (in-house and field staff), Controlling, Marketing, Management