

CASE STUDY COMARCH BUSINESS INTELLIGENCE

COMARCH BI IN ROVESE GROUP SA (CERSANIT)



ABOUT ROVESE GROUP

The Rovese Group (former Cersanit) is a European leader in production of sanitary porcelain, tiles and bathroom fittings. The Group has 7 factories in 4 countries: Poland, Romania, Russia and Ukraine. Since 1998 the group has been listed in the Warsaw Stock Exchange. Its main sales directions are: EU markets (e.g. Germany, France, Great Britain, Ireland, Sweden, Denmark, Latvia, Lithuania, Estonia, Czech Republic, Slovakia, Hungary, Romania, Bulgaria) and Eastern European markets (Russia, Ukraine).

AIM OF THE ROVESE

The aim of the company is building a strong European brand that will enable achieving and keeping a leading position of complex bathroom fittings, which will secure long-term stable growth for both the company and its shareholders. Fulfilling the defined goals requires effective and efficient tools for ad hoc analyses as well as allowing identification of appearing threads and weaknesses. Of the top 20 Polish companies and employs over 3000 people in 5 departments.

FORMER BUSINESS INTELLIGENCE SOLUTION

An audit of a Business Intelligence platform that was conducted by Comarch SA in 2010 shown many problems with creating analyses. Among the identified shortages were e.g. low efficiency of data, insufficient timeliness of data, a very long reports creating process, lack of testing environment, documentation inconsistencies. The former solution needed a fundamental modernizing. The audit documentation included few recommended scenarios of modernization. The implementation of one of the scenarios was the only cure for healing the system.

CASE STUDY

In 2010 Rovese (Cersanit) decided to conduct audit of an existing data warehouse and reporting tools. The poor result of the audit forced the Group to make a modernization of the system.

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PROJECT GOALS

Former Business Intelligence solution was not fulfilling all its tasks. It had many shortages and did not deliver required information. There was a need to provide analysts with possibility of making efficient decisions based on appropriate grounds. Better information equals better decisions.

Goals of the Business Intelligence Platform modernization were:

- Providing flexibility and accuracy of data in the data warehouse,
- Providing accurate timeliness of data,
- Increasing platform's efficiency,
- Faster reports creating process,
- Increasing knowledge of users about the data warehouse,
- Increased number of trainings for business users concerning analytical tools.

COMARCH BUSINESS INTELLIGENCE PLATFORM

The new Comarch Business Intelligence Platform in Rovese is based on Microsoft and Comarch technologies. As a database technology has been chosen the Microsoft SQL Server 2008 R2 with an ETL process supporting tool, the Comarch Data Warehouse Manager. Microsoft Excel and Microsoft Analysis Services become reporting tools.

The implemented solution gathers information from many data sources, e.g. different versions of IFS systems that work in Rovese Group, various Excel files.

The implementation included creating the following analytical models:

- Sales,
- CRM,
- Profitability,
- Inventory,
- Clients' mapping,
- Prices monitoring,
- Orders,
- Liabilities,
- Accounting,
- Transport.

The biggest analytical model is Sales. It provides data about sales value and amount divided into invoice positions, customers' groups, product lines, trade groups, as well as sales plans, trade conditions, and dynamic discounts, bonuses and rebates.

The CRM model delivers information about clients' payments status.

The Profitability model enables creating multi-level bill of margins.

The Inventory model enables analyzing inventory

SOLUTION

The Comarch Business Intelligence platform based on Microsoft SQL Server 2008 R2, Comarch Data Warehouse Manager, MS Reporting Services, MS Excel.

**MARCIN FALKIEWICZ,
IT APPLICATION DEPARTMENT**

„The Comarch Business Intelligence Platform gave us the possibility to focus on a basic activity of Rovese, making right decision based on proper information, identifying and eliminating weaknesses and threads, instead of preparing.”

states and changes, including sales of products from the stock.

The Clients' mapping delivers information about purchases made by clients according to for example product groups, distribution channels, periods, sales regions.

The Prices monitoring model includes all data about pricing of the company. It includes rebates, discounts, margins, promotions, etc.

The Orders model enables analyzing orders according to amounts, value in PLN and other currencies, documents, suppliers, their status.

The Liabilities model includes information about purchases, suppliers and payments to suppliers, as well as rotation of liabilities.

The Accounting model delivers detailed information about accounting documents.

The Transport model gathers data about transport costs, including number of palettes, costs of a route, number of kilometers, forwarders, loadings, notifications, and transport documents.

More about Comarch Business Intelligence

www.bi.comarch.com



BENEFITS

The Comarch Business Platform guarantees that all companies of Rovese Group are able not only to analyze payments, orders, inventory, transport costs accounting documents, monitor sales of individual products according to different parameters with accuracy to a single position on an invoice, but also that they can prepare detailed analyses of clients according to their debts and estimate profitability of the whole group, its individual companies, or groups of companies.

Benefits connected with implementing a project in cooperation with Comarch:

- Low costs,
- Increase of Business Intelligence platform efficiency,
- Data structuring in a data warehouse,
- Creating uniform loading processes,
- Faster changes implementation process,
- Shortening reports and analyses creating process,
- Implementing efficient back up mechanisms and procedures,
- Creating separate testing environment, that guarantees stability of the BI system,
- Various possibilities of solving problems with analyses, including relational analyses,
- Increasing the level of knowledge of users about the data warehouse and reporting tools, thanks to the conducted trainings.

The Comarch Business Intelligence Platform in Rovese Group is a flexible system that is evaluating together with the Group. It constantly is developed and expanded with new possibilities and functionalities.

Comarch SA

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Comarch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 8.051.637,00 zł. The share capital was fully paid.

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