



**BUSINESS INTELLIGENCE SOLUTION FOR
POLISH MEAT CONCERN DUDA S.A.**
CASE STUDY



ABOUT DUDA S.A.

In 2002, Polish Meat Concern DUDA S.A. made a debut on the Warsaw Stock Exchange, and thus expanded its access to funds required for further development. Together with access to new sources of financing, the company found itself facing a new obligation of preparing reports in forms and per schedule provided for in the WSE regulations.

Since its stock exchange debut, PKM DUDA S.A. has been increasing its turnover, taking over consecutive companies from the industry, and taking over control over 12 subsidiaries in early 2005. Soon it turned out that the traditional method of submitting reports from each daughter company reporting via fax or e-mail is no longer effective and does not assist the management in assessment of the company's situation.

The solution turned out to be implementation of a Comarch Business Intelligence System for Capital

Groups, designed and offered by Comarch, based on Microsoft IIS server, Microsoft SQL database, and an accompanying toolset OLAP.

A REMEDY FOR A THIRST FOR INFORMATION

In October 2004, the board of PKM DUDA S.A. decided to implement a Business Intelligence system. The generated BI system is fed via intelligent GUI, where the users enter individual balance entries. The system automatically calculates the most important financial indexes; it also detects potential users' errors, like the minus sign in the "loss" entry. An important aspect is that both the very structure of the reports entered into the system and all formulas used for automatic calculations and verification of the data input can be customized by the system administrators. The data entered via the WWW interface are collected in analytical areas which use the

OLAP mechanisms, thus providing grounds for several dozen statements generated in MS Excel and the Reporting Book for the purposes of the daughter companies and reports useful to the board of PKM DUDA S.A. In a single month, a total of about 11 thousand entries goes to the base, and about 250 reports are generated by 12 companies – says Tomasz Stefaniak, ERP Manager at PKM DUDA S.A., responsible for implementation of the system.

THE ENTIRE SALES IN EXCEL

Comarch Business Intelligence is an IT solution based on Microsoft technology, the basic component of which is a data warehouse operating on the basis of Microsoft SQL Server. The architecture of the solution consists of tools for multidimensional analysing, reporting system and integration modules. An important role in the solution is served by administration module Comarch Data Warehouse Manager, responsible for configuration and verification of the reports, as well as calculation of node values. This module perfectly cooperates with the integral component of Microsoft SQL Server – Analysis Services, designed to generate and manage multidimensional structures of databases. The analysts using the Business Intelligence system can visualize data using Microsoft Excel with additional OLAP functions, or the Comarch-designed Reporting Book, which includes basic reports and tools for making custom reports. The graphic environment of the Reporting Book uses OWC (Office Web Components) and the drag&drop method which the users are familiar with, applied also in MS Windows and the MS Office suite. Thanks to the OWC, reports can also be displayed in the environment of pivot tables and interactive charts, whereas specific lists can be generated by the user in the form of MS Excel sheet, and launched in separate windows of the MS Excel.

Report definitions are stored in a dedicated SQL Server base, which makes them available to all the users of the Reporting Book. The structure of a generated report consists of such measures as quantity of goods sold, mark-up, income, and dimensions (e.g. region and time).

An important element of system infrastructure is to assure safety, therefore in the SQL Server used by the application, there are default top-level safeguards, applying mechanisms embedded in systems provided by Microsoft, starting from Windows 2000.



BENEFITS FOR ALL

Each daughter company of PKM DUDA S.A. is obliged to prepare a final report for every closed month. The reports are available to the users in „edit” mode, whereupon, after entering and verification of all data, the report is „saved” and sent for approval to the company HQ. Safety of the information transferred was provided by the Microsoft Terminal Server solution, applied in correlated VPN connections. To gain access to the system, the user must enter a password saved in an Active Directory catalogue, shared by all the companies. - Thanks to this solution, each company has access only to its part of the data – observes Tomasz Stefaniak.

As soon as several months after launching of the system, the subsidiary managers had thorough insight into their own data concerning sales and financial liquidity, as well as a possibility to track extended history of their operations.

- During the first training, in only half an hour we demonstrated the data warehouse to the users from our subsidiaries. They were impressed with the easiness of generating even quite complicated reports. Therefore I am certain that the subsidiaries will quickly adopt the system and use it as intensively as the financial analysts from the HQ. Only a year ago each company had to generate forms manually, independently verifying if the data were correct, taking care for the receipts to be equal to liabilities.

Currently, the companies have ready forms, setup by HQ, available online, which they just have to fill out. Even today, although the users do not use OLAP yet, they have definitely less work. They no longer have to deal with painstaking setup of the forms, verification of data (which now occurs automatically), and transfer of the data via fax – said Tomasz Stefaniak, ERP Manager at PKM DUDA S.A.

REPORT “IN A FEW CLICKS”

Thanks to the Comarch BI software, both the companies and the board of PKM DUDA S.A. can not only trace current financial performance, identifying hazards for financial liquidity, but also systematically monitor the sales of selected products and, based on these data, plan longterm production. Fundamental analyses, possible thanks to the system, include financial liquidity analyses – cash flow and sales analyses, whereas supplementary analyses include: reports sales in groups and assortments. The visualization system for OLAP allows the analysts to gain the required insight into financial performance with “just a few clicks”.

Such fast access to the data and easy visualization thereof facilitates reporting and allows the board to make the right decisions fast.

Thanks to implementation of Comarch Business Intelligence for Capital Groups, reporting from all the daughter companies was successfully standardized. Those responsible for preparing the stock exchange report are systematically informed about which subsidiary fulfilled its obligations and closed the report, and which one did not.

- IT and network technologies are of great importance for the company, and the board attaches a lot of weight to their efficient operation – believes Tomasz Stefaniak.

The future of Business Intelligence in the meat concern is a direct integration of the system with the ERP systems of the daughter companies. Currently, six out of twelve PKM DUDA S.A. companies have ERP CDN XL systems. Implementation of CDN XL in all the companies which belong to the concern will allow to create a uniform interface which automatically transfers data to the Business Intelligence system, without the need of their manual transfer by the users.

CUSTOMER’S PERSPECTIVE

“The fundamental benefit of the implementation was streamlining of processes related to generation of stock exchange reports. Yet, by the way, we generated reports concerning the on-going operations of the company, including balance and flow statement. The board obtained up-to-date information about the situation of the companies.”

TOMASZ STEFANIAK
ERP MANAGER, PKM DUDA S.A.

This article is based on customer case study concerning implementation of Comarch Business Intelligence for Capital Groups, developed by Microsoft Poland. This article was originally published in journal entitled “Nowe Technologie” 2/2005 (02)

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Comarch is a provider of complete IT solutions for telecoms. Since 1993 the company has helped CSPs on 4 continents optimize costs, increase business efficiency and transform BSS/OSS operations. Comarch solutions combine rich out-of-thebox functionalities with high configurability and are complemented with a wide range of services. The company's flexible approach to projects and a variety of deployment models help telecoms make networks smarter, improve customer experience and quickly launch digital services, such as cloud and M2M. This strategy has earned Comarch the trust and loyalty of its clients, including the world's leading CSPs: Vodafone, T-Mobile, Telefónica, E-Plus, KPN and MTS.

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