

"From a user point of view, the system is excellent. Nice graphics, charts, each dimension can be zoomed to see details. Reports can be generated with a few clicks. It has really made the analysis process easier."

IT executive

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CHALLENGES

- Getting analysis reports on sales and profitability on time.
- Forecast process was taking lot of time.
- Consolidation of sales data from wholesalers was a manual time consuming process.

BENEFITS

- Decision making reports on desktop on time.
- Significantly reduced time needed for forecast process.
- Accurate data for analysis and reduced manual efforts.

SOLUTION

- Deployed QlikView to 25 users across two departments for the client and its wholesalers:
 - **Sales and Profit Analysis** - sales volume and sales value, and profit analysis by brand, category, customer, promotion event and wholesalers.
 - **Forecast Analysis** - sales actuals vs. plan and multiple versions of forecast analysis and forecast simulation analysis.
 - **Financial Analysis** - P&L and balance sheet analysis, profitability by brand and category, cost ratio analysis, comparison to plan and forecast.
 - **Stock Ordering Analysis** - incoming stock analysis vs plan.
 - **Rapid implementation in 12 weeks.**
- Extracted Sales and Finance data from ACCPAC, Navision (wholesaler's ERP system) and EXCEL for plan and forecast.