

QlikView Customer Snapshot – Daymen International

“We were looking for a multi-lingual reporting tool that would allow us to integrate with our back office system across a number of international sites. QlikView dealt with all of these things and it appealed to us immediately”.

Darren Kirby, IT Manager
Daymen International Ltd



Challenges

- Extend the use of sales analysis by pulling key data directly from its back-office ERP system.
- Need a single product that would work across multiple international sites with multi lingual capabilities.

Solution

- Deployed QlikView to 40 users across 3 business functions in the United Kingdom, Germany and Switzerland:

Sales Analysis: Fully evaluate sales by country, product range and pre defined analysis codes.

Operational Analysis: Efficiently assess the operational performance of each country to refine best practice across the group.

Marketing Analysis: Fully evaluate and measure key marketing campaign activity including advertising and PR.

- Rapid implementation in less 5 days
- Leveraged QlikView Enterprise Server to gather data from Sage Line 500.

Benefits

- Garnered annual IT savings through the consolidation of existing country specific BI tools into a single group wide system.
- Achieved a payback period in 6 months.
- Improved sales visibility and has given the company the information to make informed decisions.

About Daymen International Ltd

- World wide distributor of photographic accessories
- Headquartered in Walsall, United Kingdom with sites in Germany and Switzerland
- Achieved ~ \$20 million in revenue with 36 employees in the UK
- Industry: Retail Distribution