

Crisping up business intelligence at Simba

In order to update its existing business intelligence environment into one that used more agile technology, went beyond query reporting and offered users better data analysis and found opportunities in the market, Simba has implemented QlikView from BusinessIntelligent.

The company's objective was to empower users and provide them with a solution that enabled users to improve the service they provide to customers and the business. In order to achieve this, users needed flexibility, rapid deployment and an agile technology. The company needed a solution partner to understand the business, deliver efficiently and improve the business.

QlikView was implemented firstly in the sales environment and throughout the following year, rolled out further into the marketing, production, manufacturing and finance departments.

The sales users gained greater insight into their products and customers and this enabled them to improve the quality and service they provided. The information was used out in the field as sales teams took the system out on mobile devices. The improvement in the sales process and the impact on sales performance was seen immediately.

"BusinessIntelligent is one of our top service providers and a valuable asset to our business," says BIS manager at Simba, Reshigan Govendar.

Within the warehouse department, the business received a 40% improvement in packaging efficiencies. This, coupled with the continued drive by staff to improve and enable success, has resulted in continued gains within the teams. Furthermore, the level of understanding within the users' roles has resulted in notable savings for the business. It continues to see significant improvements across the business, well beyond the implementation date of delivery.

"The system has become critical to our business, with 150 users logging in to our system over a thousand times a week, indicating a huge and successful adoption rate," he concludes.