

Case study in brief

Company

Tesa Tape

Industry

Process Manufacturing

Challenge

Visual reporting from an ERP system

Solution

QlikView pulling from Navision ERP system for consolidated sales and financial reporting from different entities throughout the Asia-Pacific region, as well as sales and manufacturing analysis

Benefits

- Saves time in reporting
- Easy visualization of sales, production and other information
- “Out of the box” business intelligence when ERP deployment went live

Tesa Tape Bonds with QlikView

For over a century, tesa has pioneered the development of pressure-sensitive adhesive tape technologies. Customers rely on tesa adhesive tapes to reduce costs and enhance quality in their production processes. Today, tesa offers 800 kinds of self-adhesive tapes and services customers in over 50 countries around the globe and holds numerous product patents.

In the Asia-Pacific region, tesa has local sales teams in 13 countries for fast and reliable on-site service; experienced technical specialists for each market segment to support our customers and find the best solution for their needs; storage, production, and converting centers in Australia, China, India, Malaysia and Singapore for fast and reliable deliveries; and certified strategic partners for special distribution and converting needs in all major countries.

tesa tape has deployed QlikView to help consolidate information from its subsidiaries and affiliates in the Asia-Pacific region, providing fast, reliable and visual reporting.

“Qlikview provides flexibility to filter information and merge data from different sources.”

Lina Tiong, MIS Manager



Challenge: Visual reporting from a new ERP system

As a result of implementing a Navision ERP system, tesa gained new opportunities for automating information. They could generate reports directly from the ERP system, but its visual capabilities were limited. The company chose QlikView for its graphic reporting power and low cost of ownership. “We decided to use Qlikview because it’s quicker to generate the reports we needed,” said Lina Tiong, MIS Manager of tesa tape in Singapore. “QlikView allows us to have flexibility of filtering information and merging data from different sources.”

Sales analysis provides direct visibility

The company's first application using QlikView was a sales analysis application for affiliates reporting into the regional head office. Previously, individual affiliates sent their data to the Singapore office via Microsoft® Excel or Access. "We had to then load their data manually into our own applications. This was resource-intensive and we were always one step removed from visibility," said Lina.

Now, individual affiliates in Australia, China, Japan, Malaysia and Singapore use QlikView to pull online information for monthly consolidation. The application pulls directly from the ODBC in tesa's ERP system, eliminating the manual reporting manipulation people had to do in the past. tesa can see sales information from individual countries directly, viewing profits and margins by office, affiliate or country, and by products.

"The visual capabilities are great; we have different and better ways to view information," said Lina. "We can see multiple dimensions with one report, instead of having to build different reports for each sort." This saves a tremendous amount of time, allowing Lina's limited IT staff to focus on other activities.

Flexible consulting from QlikTech

Because tesa's internal team was focused on the ERP implementation, the company brought in consultants from QlikTech's Asia-Pacific group, QlikView SEA (Southeast Asia). They have provided support for application development. "The consultants are great; they're so flexible," said Lina.

QlikView SEA consultants are also doing end user training. "We'd be able to do it ourselves, but we're just short on resources," said Lina. The consultants traveled to the various tesa offices for a day of training sessions. The users have found it easy to work with the company's QlikView applications.

Once tesa completes its ERP rollout to the subsidiaries in the Asia-Pacific region, Lina's goal is that all of the subsidiaries use QlikView for their reporting.

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