

## A look at how QlikView adds value to Orthomedics' ERP system

“ QlikView has made us all Corporate Performance Managers within our own areas of responsibility. Evidence of this can be seen in the Strategy and Directors' meetings, where we now spend time discussing the actual business rather than questioning the integrity around the sales figures. ”

*Neil Verdal-Austin, Financial Director, Orthomedics*

Orthomedics is an importer and distributor of medical products. Headquartered in Cape Town, the company has branches and salespeople throughout South Africa. The company began trading in 1986 and in February 2000 was awarded the Medi-Clinic Supplier of the Year 1999. Orthomedics continues to be a market leader in the Orthopaedic and Spinal markets within South Africa.



The company also services non-orthopaedic markets such as gynaecology, plastics, cardiology and vascular surgery.

### With QlikView came analysis

In 2002, Orthomedics completed the implementation of a new ERP system. This enabled the company to have all branches on-line, significantly improving all aspects of customer service

and stock control. Reporting and data analysis remained a challenge with the company using various lengthy and involved work-around reporting methods within and outside of the ERP system. Persistent data integrity issues compounded the reporting problem. “ERP is successful when it comes to storing information, but it provides little in the way of analysis and this is where QlikView helped solve our problem,” said Neil Verdal-Austin, Financial Director.

The old reporting system resulted in managers spending more time sorting out IT issues rather than analyzing the data. Other problems included the time taken to retrieve the information and distribute reports. With a national footprint, the timely distribution of accurate information was critical. The company had reached a point where it needed to generate over 150 sales analysis reports to cover various requirements.

Realizing that a vital aspect was missing from the ERP system, the company took the decision to implement the business intelligence (BI) and data analysis software – QlikView. They chose QlikView because it differs significantly from other BI tools. They were impressed with the fact that it runs in-memory and does not use OLAP based technology. This gives much better response

### Solution Overview

#### Orthomedics

Leading importer and distributor of medical products

#### Industry

Retail & Wholesale Distribution

#### Function

Sales, Supply Chain, Finance, HR

#### Geography

South Africa

#### Challenges

- Speed data analysis and distribution from corporate to employees off site
- Free up an overburdened IT team from ad-hoc report creation so it could focus on critical IT development projects
- Improve data quality and reliability for faster, more accurate decision making

#### Solution

Orthomedics deployed QlikView to more than 50 employees. With QlikView across 4 functional areas, Orthomedics now analyzes sales, financial, supply chain and staffing data. With QlikView Server, Orthomedics easily supports its modest data volume and user community - ensuring everyone has a real time view of operational performance.

#### Benefits

- Supplemented existing ERP system designed for data storage but lacking high-performance data analysis tools
- Decreased time spent accessing and analyzing critical data with real-time information reporting
- Raised efficiency levels, saving the company time and money
- Slashed time invested in forecasts and reviews by finance department

#### Data Source Systems

Application: ERP

#### QlikTech Partner

QlikView South Africa

times and simplifies the implementation and use of BI significantly. QlikView also teaches people to focus on analysis instead of reporting. The 150 sales analysis reports were replaced with a single sales data model that also provides guided analysis. Apart from the fact that it is much simpler to manage, users now have easy access to relevant information which they can manipulate as required – they don't need to ask an IT person for assistance.

#### Fast and simple

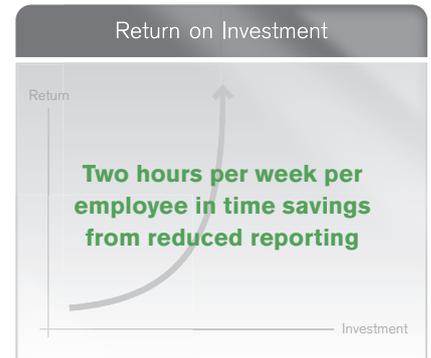
User acceptance has been excellent as the system is fast, simple to understand and training is done in under two hours. The pilot was due to run for a month, but within a week, there was a demand for further licences and QlikView started to roll out to the entire company.

It is now also used to manage their distribution, finances and human resources and it has changed the way in which they run their business.

#### Understanding your data

QlikView is based on a technology called AQL (Associative Query Logic). This technology creates automatic associations within your data and helps you to easily understand data relationships. A benefit of this is that it easily highlights problems with the quality of your data. Orthomedics was able to use this functionality to isolate stock classification and pricing discrepancies and corrected them immediately.

Orthomedics' eight directors are now saving two hours each at weekly meetings. This alone has allowed



Orthomedics to make a significant ROI. Looking forward, Orthomedics is planning to double its QlikView licences to more than 100 to further increase accessibility to much-needed information.

“ There is immense satisfaction in empowering people to make their own decisions based on the information available to them, and thus control their own destiny – that is what QlikView did for us. ”

*Neil Verdal-Austin, Financial Director, Orthomedics*