

Pernod Ricard España controls its business activities thanks to QlikView

“ QlikView turns decision-making into an easy process, by quickly and easily making data available to the users. This information was previously scattered among different systems or had to be prepared in advance using the existing BI tools. ”

*Alfredo Hernández Peña, Commercial Planning and Analysis Manager,
Pernod Ricard España S.A.*

Pernod Ricard was created in 1975, resulting from a merger of two French companies, and is currently a world leader in the wines and spirits sector. Since 1978, it has been operating in Spain, where it produces and distributes local and international brands. The

The company's annual sales for the fiscal year July 2008-June 2009 totaled 1.003 billion euros (69 million liters) in Spain, with worldwide receipts totaling 7.203 billion euros.

A need to generate flexible and dynamic reports

Given the amount of data handled by the company, it needed to have a tool that would allow it to generate flexible and dynamic reports, by incorporating multiple data sources in different formats, making them available to directors and department heads, and thereby streamlining the decision-making process. This needed to be done independently of the IT department, so that end-users would be able to handle their own queries and reports.

Those needs motivated Pernod Ricard España to implement QlikView as a supplement to its corporate Business Intelligence system. The criteria that led the company to choose this application included fast implementation, graphic environment, user-friendly interface, flexibility in adapting reports to new business standards, straightforward report publication, restricted end-user access, implementation cost, and fast return on investment.

company is headquartered at Calle Manuel Marañón 8, in Madrid. It also has production facilities in Manzanares, Málaga, Dicastillo and Santiago de Compostela. The staff in Spain is made up of 480 employees; the number of employees in its international offices totals 19,300.



Solution Overview

Pernod Ricard España

Is the leader in the liquor market in Spain. It is number one in Europe and number two worldwide.

Industry

Production and distribution of liquors

Areas of implementation

Business/commercial, Marketing

Geographical scope

Spain

Challenges

- Finding a tool that will help generate flexible and dynamic reports by integrating multiple sources of data in different formats.
- Making information readily available for department heads and directors, so that they can have access to the data in order to optimize decision-making.
- Ability to operate independently of the IT department, so that end-users feel comfortable developing their own queries and reports.

Solution

QlikView's implementation by Pernod Ricard España has simplified the tracking of key indicators, thus enabling the company to more readily analyze the progress of its business performance and expedite the decision-making process.

Benefits

- Implementation speed
- Graphic environment
- High-speed document browsing
- User-friendly interface
- Flexibility to adapt reports to the new business standards
- Greater ease in publishing reports.
- Access restriction based on end-user responsibilities
- Ease in implementing and developing the project by the IT department
- Implementation cost
- Return on investment

Data source systems

- SQL databases
- Access
- Excel
- Plain text files



Pernod Ricard España

“QlikView is the perfect addition to our BI systems. It has allowed us to fully take care of what was only partially satisfied using our traditional BI system, by creating dynamic reports with information from a wide range of sources that is easy to browse and interpret by the end-user,” explains Alfredo Hernández Peña, Commercial Planning and Analysis Manager.

Implementation process

Pernod Ricard implemented the QlikView software in June 2009, and in only a few days it had the first tracking documents based on sales analysis and objectives. The initial idea was to have a limited number of licenses (10) and to restrict use to directors and department heads in the the company's sales division.

“As we were developing analysis documents and looking at the possibilities offered by QlikView, the scope of the project was redetermined and we decided to increase the number of users by including Marketing department heads, as well as the company's Regional Directors,” said Hernández Peña. “At the present time, we are immersed in the deployment phase among Regional Directors and the other areas of the company. By the end of March 2010, all the users we plan to include will have received the minimum training needed for implementation and will have access to the main QlikView documents.”

Qlik View implementation has been carried out in a Windows platform, integrated within a Citrix environment.

Pernod Ricard España is now easily handling documents containing more than 12 million records with this application.

Main applications and indicators

The company's most important QlikView applications include tracking targets and sales by market segment, share and client; segmentation by client base; client price and profitability analysis; tracking promotional activities; analysis of market data, market share, and sector prices; product brochures, placement, and space on the shelves of distribution chains; and Category Management.

QlikView has also optimized tracking of basic indicators for Pernod Ricard España, such as volume (liters), billing and margins, number of clients per segment; visits per client; client events by segment; and in-store price in distribution chains compared to competing brands.

Advantages of a fast and flexible analysis

QlikView has streamlined Pernod Ricard España's decision-making process by making data more readily and flexibly available for department heads and directors. This information was previously scattered among different systems and had to be prepared in advance using the existing corporate BI tools. “QlikView allows us to concentrate human and promotional efforts more efficiently, thereby improving the effectiveness of the company's actions and events. In a short time, it has become a key addition for tracking the company's daily commercial activities.”



As for return on investment (ROI), Hernández Peña believes that it is still too soon to have a consistent assessment of the impact it can have on revenues or on improving the efficiency of promotional investments. “What has been noticeable from the start is the great reception and acceptance that QlikView has had in all areas of the company in which it has been implemented. This is clear evidence of its usefulness in handling information and allowing for more efficient analysis, which results in better decisions at all levels in the organization,” he added.

Hernández Peña expressed great satisfaction regarding QlikView's implementation and would not hesitate to recommend this BI solution.

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Alfredo Hernández Peña, Commercial Planning and Analysis Manager, Pernod Ricard España S.A.