

Unlocking Hidden Sales Information with emap Connect

“ QlikView has not only enabled us to pull data from multiple sources together to give what we thought would be a single version of the truth, but has also highlighted that different businesses have different meanings for terms such as Yield, Discount etc – and this was previously unknown to us. ”



Introduction

Generating reports to expose the sales information needed for business decisions can be costly. For some organisations it may actually be unachievable – meaning that no “single view of the truth” is available. So how do you unlock this vital information?

Background

emap Connect, a leading UK trade exhibition organiser and part of the emap group, was spending up to 8 man-days per month generating reports to support management and business decisions. Some of the data was being collected from ad hoc systems, leading to inconsistency in data quality. Also, the reports were generated sometime after the month end, making it impossible to react quickly to issues or trends emerging within the business operation.

Today, emap Connect has unlocked sales information, which was spread across its CRM and sales order processing (SOP) systems and its telephony system (call monitoring) to provide almost real-time reporting and analysis which is accurate, relevant, timely and accessible.

They worked with Analytical CRM specialist Collier Pickard and the QlikView business intelligence (BI) system to prove that data from new business application systems and data

from their legacy system could be combined to create a “single view of the truth”, to provide accurate forecasting, and to deliver trend analysis.



Implementation

Business analysts at emap Connect developed labourious processes to report on sales, but there was no single summary view of performance. The reports relied mostly on MS Excel spreadsheets and were compiled manually by bringing together several spreadsheets to produce each report.

Assumptions were made on trend analysis without consistent data. Data from the transactional systems which showed customer performance was only available as a snap shot for the date the report was run. The absence of a single view of the truth limited the ability to produce factual trend analysis and accurate forecasting. emap Connect undertook a major project to

implement a CRM and SOP application across the whole of their business. This involved significant reconstruction of business processes.

The CRM phase was finished in August 2010, followed by the SOP roll out in October 2010. This provided emap Connect with a fully integrated SOP and CRM system. It did not replace the call monitoring system or link to the legacy systems, which held historical data required for trend analysis. A reporting tool called Crystal Reports, embedded within the new system, was meant to pull data from the new system into management reports for all the teams. The limitations of the reports became obvious at an

early stage in the project. Whilst Crystal was capable of reporting on data held within the application, the reports were static and unable to hold historical data.

emap Connect needed a tool that had the capability to produce reports on near real-time and historic data without manual intervention. It needed to provide flexible BI tools, allowing ad-hoc report creation including historical, current and predictive views of business operations. It also needed to match records between multiple data sources and present single, enhanced customer views.



Collier Pickard recommended QlikView for:

- ✓ Meeting and exceeding the business requirement
- ✓ Speed and ease of implementation
- ✓ Significant cost benefits when compared with traditional BI solutions
- ✓ No requirement to create a data mart
- ✓ Ability to reconcile data from multiple sources
- ✓ Ability to create new reports quickly and easily without technical skills
- ✓ Ability to link in new data sets as the business changes and grows

Conclusion

Collier Pickard developed a proof of concept using the QlikView BI toolset and live data. It was delivered in less than 1 week and was designed to demonstrate QlikView along with Collier Pickard's expertise. The resulting proof of concept was presented to a group of key stakeholders within emap Connect.

The presentation of the data analysis was well received. The group was impressed with Collier Pickard's

understanding of the business and their data. The presentation enabled the attendees to see how the proposed solution could benefit the business. The consensus was that Collier Pickard had gone beyond what was expected and lead the group into a deeper understanding of how analytical CRM could be used to drive best practice and refine the operational CRM platform.

The recommendation of QlikView was

important to the success of the overall project. QlikView is not a traditional ETL (Extract, Transform and Load) solution: there is no requirement to extract the data, load it into a staging database, apply business rules, manipulate the data and load it into a data warehouse. Instead, the data is loaded directly into memory where rules are created within QlikView itself. This reduces costs, time-frames and data limitations.