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Trendsetters in trailers made the change

"Amazing to see that Jedox has managed to almost seamlessly integrate three types of interfaces: Excel, web and iPad."

Albert de Boer, IT Manager, Nooteboom

Customer
Royal Nooteboom Group | Netherlands

Industry
Automotive, Transportation & Logistics, Manufacturing

Department
IT, Finance

Solution
Integrated solution for reporting, planning and KPI analysis (sales, pipeline, purchasing, production output, services, trailer revisions)

System environment
Progress database, ERP system, MS Excel

European market leader for vehicles for abnormal road transport

Royal Nooteboom Group is the European market leader in the design and production of vehicles for abnormal road transport with payloads from 20 up to 1000 tons. In order to maintain this trend-setting position, Nooteboom continuously strives to improve quality and service. The product range includes semi-trailers, semi low-loaders, flatbed trailers (all extendible and/or hydraulically steered), each and every one of them an innovative and efficient transport solution with an excellent price/quality ratio. Put on the road and kept there by more than 350 extremely dedicated and customer-orientated employees.

The extensive range of vehicles is just a part of the total package Nooteboom offers their customers. You can call on Nooteboom for a solution to virtually any transport problems you may have, so you can be assured of optimal operating efficiency, cost control and above all, reliability. That's how Nooteboom, together with their customers, are and remain Trendsetters in Trailers.

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The requirement: Scaleable, webbased and locally supported Business Intelligence

Challenges

▸ Need for professional BI tool in the times of worldwide financial crisis

▸ Excel system results in laborious, error-sensitive reporting processes

▸ Data not consistent and updated enough

▸ No web- and mobile-capabilities

Royal Nooteboom Group has a flat organization, which means there is no room for all sorts of managers. Everyone takes responsibility for their own work and the doors are always open. Employees can drop into the office of the managing director or production manager just as easily as talking to any other colleague.

As a direct consequence of the crisis it was the IT department that took their responsibility and rose to the occasion. The old way of reporting, analyzing and planning did not offer Nooteboom the required insight and information to drive their business through these turbulent times. All the reports and analysis was based on Excel. Besides the great upside of Excel in terms of flexibility and short learning curve, in the day to day work it proved to be laborious, error sensitive and really obstructed the path towards more consistency. As the crisis hit Nooteboom they were compelled to make a change.

It was Albert de Boer, the IT Manager at Nooteboom, who took it upon himself to find a low cost tool that would allow his team to quickly implement a new information system based on their current ERP environment. A tool that would be easy to work with. Thinking ahead, he envisioned the business intelligence tool to be able to scale, be web-based and locally supported. De Boer:

> "Simply put, I just started out with Google. Soon enough I came up with Pentaho, Jaspersoft, Jedox and a couple of others. Installing the software and trying to find my way around the various tools already led to a preference within days. Encouraged by our first findings our state of mind was very much: let's just do it. See how far we can get on our own. This was our attitude throughout the whole project and still is. It paid off in terms of not being dependent on external help and obviously the costs."

Solution

▸ Integrated solution for reporting, planning and KPI analysis:
Sales information, pipeline
Purchasing information
Production output
Services, and trailer revisions

▸ Web-based platform with iPad-integration

▸ Batch PDF reporting

▸ Automated data transfer with Jedox ETL

With just a minor investment in training the IT team took a simple and effective approach: quickwins. De Boer:

> "At Nooteboom we are really close to the business. We understand what their goals and needs are. This has clearly helped to identify the most valuable applications of the tool. With the required functionality in mind we extracted the required data from our Progress database and demonstrated the first prototype to our colleagues within a month. Mind you, we were still minding all of our usual responsibilities."

The result: Integration of Excel, web and iPad

The feedback the IT department received from their colleagues was very positive. However, the temptation to just carry on and implement more applications was retained. De Boer:

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Advantages

▸ Consistency and availability of data
▸ High scalability
▸ Web-based and locally supported solution
▸ Only minor investment in training needed
▸ Noticeably unburdens the IT department and resources can be saved

Why Jedox?

▸ Low-cost tool – High ROI
▸ Quick "self-service" implementation
▸ Ease of use for business users and IT
▸ High user acceptance

"We knew that if we would proceed with Jedox there would be no turning back. Our findings were positive too but none the less, we reconsidered our nice to have/need to have checklist all over again. One of the good things that came from that is that we realized, Jedox had more to offer than we initially thought. Better said, their web and iPad interface had made really good progress. Amazing to see that Jedox has managed to almost seamlessly integrate three types of interfaces: Excel, web and iPad.

As our company required the use of iPads it's a great advantage you only have to design the application in web and have the iPad ready to go. Also, we really like the batch PDF reporting throughout the organization. Based on this reconsideration we decided to go for the full Jedox Suite and team up with Celcus, one of their local partners, for support."

The value of implementing Jedox at Nooteboom is great. The two most important drivers were to create consistency and availability of data, KPIs, reports and analysis. De Boer:

"Consistency and access to information is the kind of value that you should not have to put a figure on: it is simply a need to have. But yes, by automating and improving our processes we have also been able to save a lot of time. Not just in our own department but also in the business: we have fully got rid of discussions to do with definitions and the quality of data.

We've proved the fact that a good and fast performance management platform doesn't have to be expensive. Our out of pocket costs have been less than €25.000 for software and consultancy. And, the yearly costs may very well be in the range of €3.000 – €5.000. Given that fact it is fair to say we have saved one Full Time Employee (FTE) in costs with the prototype already, so the return on investment was already made."

The Jedox solution in detail: Integrated platform for all Business Intelligence needs

At the Royal Nooteboom Group about 30 people use Jedox in one way or another. Some users are merely informed by the batch PDF reports that they receive in their inbox every monday morning. The reports are designed to meet their needs and/or what they are allowed to see. Access to these kind of reports trigger users to login to the Web dashboard to navigate through the information, find what they are looking for. As the web dashboards are also available for the iPad it also instantly facilitates mobile users. This is how access is provided about sales information, the pipeline, purchasing information, production output, services, trailer revisions and finance. In order to present all this information data is extracted from their progress databases through the ETL connector the Jedox Suite provides. Nooteboom does this in combination with a staging area that is created in SQL. Basically Jedox provides Nooteboom with an integrated platform for all their business intelligence needs.

Celcus

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Partner

Celcus is a specialized consultancy company that helps companies and non-profit organizations meet their information challenges in two ways:

▸ They help to design, build and maintain applications to meet the needs for intelligence and steering within an organization;
▸ They secure self-proficiency in the business by leveraging in-house capabilities in the area of business intelligence and performance management.

Celcus stands out through the accessibility of all the solutions they provide for their customers. The solutions are accessible in terms of price, speed of implementation and ease of maintenance. Celcus offers high quality for a reasonable price. Some of their consultants have over 15 years of experience in the field of requirements analysis, BI/PM tooling, implementation, project management, change management and training. They operate internationally.

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