



Qlikview for Greentree enables NZ yogurt company to predict more than cultural trends in 'live' data

Whilst the 'live' cultures in yogurt go in to battle for healthy inner-space, Qlikview for Greentree analyses 'live' data for smarter mind-space.

The business situation

EasiYo is the market leader in make-it-yourself yogurt and exports more than half its product range worldwide. This being the case, the need to garner valuable insights from geographical and demographic data and predict sales trends is vital. The faithful but outmoded CBA system was struggling with business demand for more sophisticated reporting and analysis when the decision was made to migrate to Greentree. David Granger, General Manager for EasiYo says that the incumbent system had become a bit of a barrier to growth.

Smart drilling and squeezing business intelligence from "odd" data

Qlikview for Greentree sits within the integrated Greentree solution suite providing compelling business intelligence tool. David concedes that although he was confident Qlikview for Greentree would enable deeper analysis, he didn't become fully aware of the tool's real potential until he started using it for analysing all manner of company sales trends. He explains how "We are enabled now to drill-down to different levels of detail, which in the case of supermarkets sales data, can throw-up anomalies which Qlikview for Greentree makes sense of."

He further explains how "Qlikview for Greentree enables me to slice, dice and filter data to discover for example, why there's been a 5% movement up or down in a particular product category" which may be simply because supermarket staff physically moved the product to another location or shelf height. "Furthermore, with dairy prices spiraling worldwide, the need to constantly review margins, pricing and sales trends become enormously important."



"Qlikview for Greentree is not just a report writer, it's a Business Intelligence tool which gives us much greater insights into our data than we've ever had before."

David Granger, General Manager - EasiYo



CUSTOMER
EasiYo Products Ltd



INDUSTRY
Food & Beverage



LOCATION
New Zealand



GREENTREE PRODUCT SUITE
Greentree Business Management Suite, Bill of Materials, Job Cost, Inventory, and Qlikview for Greentree

Business Benefits >

- Qlikview for Greentree's drill-down capability enables deep analysis of data making it easier to review margins & pricing and identify sales trends
- Qlikview for Greentree's makes it easier to uncover anomalies within

data sets

- High availability of data - dynamic as opposed to static nature of data allows high accessibility
- Business Intelligence garnered from multiple views of data
- Preparation of Consolidated accounts reduced from 3 weeks to 10 days

- Workflow efficiency gains in terms of reduced account preparation and reporting time circumvent the need to replace senior accounting staff
- Qlikview for Greentree's leveraged as a strategic tool to identify possibilities and guide the direction of future growth

“The real value of Qlikview for Greentree is in the dynamic as opposed to static nature of the data – it’s entirely accessible all the time.”

David Granger, General Manager - EasiYo

Greentree helps reduce accounting overhead

Greentree’s integrated environment has had a flow-on affect in terms of several tasks such as preparing the consolidated company accounts which used to take 3 weeks but now takes 10 days. Budgeting and Reporting are far less time-consuming and the sophistication of analysis tools such as Qlikview for Greentree requires less hands-on involvement. In fact, David says that when a senior financial accounting staff member left, a replacement wasn’t sought.

The Greentree partner difference – accurate, on time & on budget

David could not say enough about the support given by the Greentree partner, “Our Greentree partner has been excellent, they ensured that the scope of work was accurately worked out and the implementation was on time and on budget, what more could you ask for!”

A world of possibilities

When confronted with sales data from geographically distant consumers and the supermarket buying patterns of multiple continents, the need to make sense of it all could be all-consuming

in terms of time, tools and expertise. Qlikview and Greentree have come together as a strategic tool for uncovering trends, anomalies and most importantly possibilities and opportunities. David has no doubt that the dynamic duo will continue to keep business growth live, well into the future.



CHALLENGE >

With product sales spanning multiple countries, EasiYo required an integrated business environment with sophisticated analysis and reporting capability to guide the strategic direction of the business.

SOLUTION >

Greentree Business Management Suite, Bill of Materials, Job Cost, Inventory and Qlikview for Greentree.

RESULT >

Greentree provided the integrated envi-

ronment whilst Qlikview for Greentree enables deep analysis and reporting of live data. Work flow efficiency improvements reduce accounting overhead. Management now has the Business Intelligence required to guide the strategic direction of the business.

ABOUT EASIYO PRODUCTS LTD

EasiYo Products Ltd is a New Zealand owned company and the market leader in the home-made yogurt industry. EasiYo Products Ltd owns the unique Yogurt Making System which is distributed worldwide via its branches and distributor network channels.

All EasiYo products are manufactured in New Zealand.

For more information visit www.EasiYo.com

ABOUT GREENTREE

Greentree International specialises in developing highly effective business management software solutions. The Greentree product has been developed by the authors of CBA, arguably the most successful business software package for small to medium sized businesses in Australia and New Zealand.

In choosing Greentree you are selecting a business system that will truly empower your organisation today and grow with you into the future. The Greentree Partner Network provides a highly skilled local support team that will ensure you achieve tangible business benefits. Greentree has also been recently recognised as a global ‘Rising Star’ by MIS magazine Australia.

For more information visit: www.greentree.com

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