

Charles Parsons Group and iQ4bis: Reweaving MOVEX Tables to Extract Better Information

The old way

The Charles Parsons Group is a privately owned group of textile distribution and converting businesses supplying a diverse customer base throughout Australia, New Zealand, Fiji, and Southeast Asia. Tracking and reporting sales across a network of nearly 30 related but geographically dispersed businesses is challenging at best. “In the past,” says Robin Ade, IT Manager of Business Information Services at Charles Parsons, “we would extract rows and columns of numbers from our IBM i5-based MOVEX ERP system, print out multi-page spread sheets, and deliver them to management. The process worked, but it was slow, labor-intensive, and not very flexible.”

A better way

Charles Parsons Group knew they needed a better way to analyze their sales, budgeting, forecasting, and financial analysis processes. But they felt that a solution would be expensive, and they couldn't justify the costs involved. Then Charles Parsons Group heard about iQ4bis. “We had made a few inquiries and liked what we heard,” says Ade, “but we didn't pursue it. Then we brought a new CFO on board who had been using iQ4bis business intelligence solutions at his previous company. He couldn't say enough good things about it, so we took another look. We liked the ease-of-use, the fact that it could interface directly with MOVEX tables, and the relatively modest start up costs. Plus iQ4bis was willing to show us, with our own data in a Proof of Concept exercise, how iQ4bis could significantly improve our decision-making process.”

After implementation, iQ4bis provides powerful access to Charles Parsons' data assets. “We have been especially pleased at how easy it has been to incorporate a data warehouse using iQ4bis,” says Ade. “We've been able to accomplish everything we've set out to do with a minimum of training or disruption to our day-to-day operations. And the



Tracking Sales and Managing Budgets and Forecasts Is No Longer a Chore at This Large Group of Fabric Wholesalers

Business Challenges

- Difficult, inefficient information extraction from MOVEX ERP system
- Slow, labor-intensive, inflexible reporting methods
- Needed enhanced sales analysis, budgeting, forecasting, and financial analysis processes
- Find an affordable system that meet their requirements

Business Results

- Dramatically speeded up the reporting process
- Empowered users to analyze data from their desktops
- Much more efficient leverage of IBM i5-based MOVEX database resources
- IT staff manages cube and view development process



Charles Parsons Group and iQ4bis: Reweaving MOVEX Tables to Extract Better Information (continued)

ability to interface directly with our ERP system has allowed us to leverage our extensive database holdings to the maximum. The ability to unlock the secrets held in our IBM i5 databases has given us a powerful capability to leverage our existing information systems.”

“Now our sales representatives, managers, and upper level management can access the latest figures from an internet browser,” says Ade. “They slice and dice the data as needed, and make the fast decisions that let us stay ahead of the game.”

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Fast track training

Because the iQ4bis Analysis web interface is so intuitive and logical, training staff to use the system was a non-issue. “A business analyst and I were given a day’s worth of formal training and that was all we really needed,” says Ade. “The analyst was then able to show others in the company how to open the views, drill down, query the database, and generate reports.”

Greater efficiency

Time savings alone have made iQ4bis a success at Charles Parsons. “We used to have one person who had to prepare all of our paper-based reports,” says Ade, “Now, anyone

within the organization can call up the latest facts and figures to see, for instance, how a particular sector is performing compared to the forecast. We have been able to standardize our reporting formats and add some continuity to our processes.”



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Who Uses iQ4bis in Charles Parsons

- Managing Director & Upper Level Management
- Divisional Managers
- Sales Managers
- Sales Representatives

Benefits for Charles Parsons

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Associated Platform

- MOVEX ERP
- IBM i5
- Microsoft SQL Server 2000

iQ4bis Products

- iQ4bis Business Intelligence Solutions
- iQ4bis Analysis

Key Reasons Charles Parsons Selected iQ4bis

- New CFO used iQ4bis at previous company and wanted similar capabilities at Charles Parsons Group
- Proof of concept demonstrated immediate benefits
- Ability to integrate efficiently with IBM i5-based MOVEX ERP environment
- Ease-of-use and self-service capabilities appealed to IT staff

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