

E.A. Sween Company and iQ4bis: Business Intelligence Served Piping Hot to Deli Express

From data to information

E.A. Sween Company manufactures and distributes Deli Express, the nation's largest selling brand of retail sandwiches. Every week, more than a million Deli Express sandwiches are sold in convenience stores, delis, drug stores, resorts, and vending machines from Maine to California.



E.A. Sween's ERP system, JD Edwards World, records 17 million individual transactions per year. The system tracks transactions and manages the financial side of the E.A. Sween business, but it wasn't able to provide the timely, high-level view of the business that management needed.

"We had massive amounts of data," says Ron Myshka, Vice President of Information Services, "but preparing even simple reports was cumbersome. We began a search for a more responsive business intelligence solution. The business intelligence system we chose had to be cost-effective, integrate cleanly with JD Edwards, and easy to operate so that our management team could find the information they were looking for. We investigated several solutions, but they were either too expensive, or had implementation cycles of six months or more."

Fast proof of concept

Strategic Balance, a Chicago consulting firm, suggested iQ4bis, a company that could demonstrate their solution using Sween's actual data. "A Proof of Concept demonstration impressed our management team," says Myshka. "When they saw our data displayed quickly in

National Fast Foods Distributor Uses iQ4bis to Produce Timely Sales Information for Customers, Increasing Productivity and Sales

Business Challenges

- Difficulty extracting useful reports from JD Edwards ERP system
- Management needed timely snapshots of overall state of the business
- Line managers needed to be able to analyze their own data
- IT was investing too much time preparing reports

Business Results

- Senior management has a clear view of company performance on demand
- Sales managers, marketing team, and finance are able to get and analyze their own data
- iQ4bis provides a flexible, timely reporting mechanism for 80+ users
- Improved data quality and standardized views across organization



E.A. Sween Company and iQ4bis: Business Intelligence Served Piping Hot to Deli Express (continued)

such an easy-to-understand format, they couldn't believe it." Myshka continues, "The iQ4bis system was installed within a week and by the end of the second week it was completely validated with all of the distribution mechanisms set up."

Faster access

"It's easier and faster to get the information from iQ4bis than from the underlying JD Edwards system," says Myshka. "When we do business reviews with our keystone customers, our sales managers show the customer a slide with the information on it, showing products sold, sales volume, profit—all the information that we used to have to dig out of JD Edwards. But with iQ4bis, pulling that information is quicker, and it's easier to see and understand—even the vibrant colors enhance the presentation of the information and help our customers understand up or down performance at a quick glance."

Speed. Productivity. Analysis. Savings

"Our sales team can generate reports for customers that detail regional sales with just a few clicks of the mouse," says Myshka. "The reports can be emailed, so if a customer wants to see monthly – even weekly – reports, it's done with just a couple of clicks."

"Our marketing department tracks product tests and introductions quickly and easily," Myshka says. "We can see whether individual stores are achieving different results from others in a chain of stores. If a program isn't selling at that chain or in a particular store, that's the program

the rep presents on the next visit to help the customer spot trends and understand their performance."

iQ4bis allows managers to be responsive to issues as they arise, and take steps to correct them. "In addition, we're saving on IT costs. We don't get requests for information, because everything's there in iQ4bis," says Myshka. "We are thrilled with the results from iQ4bis."

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*Ron Myshka,
Vice President Information Services,
E.A. Sween*



Who uses iQ4bis in E.A. Sween

- Upper Level Management
- Marketing Team from Vice President to Product Managers
- Sales Team from COO to District Managers
- Finance

Benefits for E.A. Sween

- Gives upper level management an overall view of company performance
- Enables sales managers, marketing team, finance to analyze their own data
- Provides a flexible and timely reporting mechanism for more than 80 users
- Improves data quality and ensures standardized views across organization

Associated Platforms

- JD Edwards World Software (ERP)
- IBM DB2 Database
- Microsoft SQL Server

iQ4bis Products

- iQ4bis Analysis
- iQ4bis DataServer
- iQ4bis Analysis Web

Key Reasons E.A. Sween Selected iQ4bis

- Proof of Concept demonstration impressed senior management
- Guaranteed costs and deliverables from fixed-fee implementation and aggressive site license pricing
- Rapid implementation provided immediate access to both upper level management and sales, marketing, and finance
- iQ4bis delivered results that other vendors couldn't provide

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