

# Frucor and iQ4bis: Quenching the Thirst for Information



## Relying on business intelligence

Frucor is the market leader in the energy drinks industry throughout Australasia and a major player in the juice category. To compete, Frucor must continually introduce new products. Just a few years ago the company had no energy drinks category at all. Today, that segment is a major component of Frucor's business. To help Frucor understand market dynamics when planning for new products, the company has relied heavily on business intelligence.



Fortunately, data was not an issue for Frucor. The company had deployed an SAP ERP solution standardized on Microsoft SQL Server as its database environment. These two platforms housed valuable inventory, sales, production, delivery, expense, budget, and forecasting data. Plus, Frucor had developed considerable expertise in business intelligence analysis over the years.

"We used Business Objects Crystal Reports to create flat reports and multi-dimensional views," says business analyst Mark Palmer. "But there were issues. While those tools worked well for the power users, less sophisticated users were intimidated. Our user community simply found the process confusing," says Palmer. "We needed a front end multidimensional reporting tool that was easier for our users to use."

## Evaluation leads to iQ4bis

"Over a nine month period, we looked at a variety of products from various suppliers in a relatively informal evaluation process," Palmer says. "The evaluation culminated in Frucor purchasing an iQ4bis enterprise license. We chose iQ4bis because of its ease of use, and because of the web version which addressed issues we had in outlying offices. The system was very well-received."

## Decision-Makers Depend on iQ4bis for Rapid Reporting and Real-Time Data Visibility

### Business Challenges

- Simplify market analysis for new products
- Improve access to the data warehouse information already collected
- Obtain an easy-to-use front end multi-dimensional business reporting tool

### Business Results

- Users and decision makers empowered to leverage advanced business intelligence capabilities
- Improved analysis of market dynamics for the introduction of new products
- Provided greater visibility to the extensive information in data warehouse
- Enabled better operating decisions to be made faster

success.

## Frucor and iQ4bis: Quenching the Thirst for Information (continued)

“Frucor was also attracted to iQ4bis’ innovative site licensing policy,” says Palmer. “Ultimately we plan to roll out iQ4bis Analysis Web to more than 200 mobile users, and the site license will allow us to deploy iQ4bis to as many users as needed for a single fixed fee. No other competitive software vendor was prepared to provide a similar arrangement.”

### Multiple views for comprehensive analysis

Frucor has made great strides since initial roll-out. “We have our own BI Development Department and have developed our own cubes,” says Palmer. “We now use iQ4bis views for production forecasting, profitability analysis, credit analysis, sales analysis, sales vs. budget and vs. forecasting, delivery confirmation, and order fulfillment analysis.”

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*Mark Palmer,  
Business Analyst,  
Frucor*

Information generated by iQ4bis Analysis can be used immediately by centrally-based analysts for production and planning applications. Such immediate access to data and analytical ability is a key for successful manufacturing management, especially with perishable goods, where ‘On-demand’ production is a proven technique for reducing overhead expenses.

“As an FMCG (fast moving consumer goods) business,” says Palmer, “we

work in a fast-paced environment where we must pay close attention to the numbers. iQ4bis provides greater visibility to the information in our data warehouse, and that has enabled us to make more informed decisions in a more timely fashion.”

Palmer concludes, “iQ4bis enables users across the company to easily ‘slice and dice’ data as they need it. With its powerful analysis capabilities, iQ4bis supports many of our planning and operational activities.”

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### Who Uses iQ4bis in Frucor

- Executive Team
- Sales
- Marketing
- Production
- Finance
- Information Services

### Benefits for Frucor

- Users and decision makers empowered to leverage advanced business intelligence capabilities
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### Associated Platforms

- SAP ERP
- Microsoft SQL Server
- Business Objects Crystal Reports
- Info Desktop

### iQ4bis Views

- Production forecasting
- Profitability analysis
- Credit analysis
- Sales analysis
- Sales vs. budget and vs. forecasting
- Delivery confirmation
- Order fulfillment analysis

### Key Reasons Frucor Selected iQ4bis

- Ease-of-use and ready acceptance by evaluation team
- Complemented Business Objects Crystal Reports as front-end multi-dimensional reporting tool
- Site licensing allowing unlimited users
- Web Analysis’ remote user capabilities

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