



Begano S.A. drives data analysis in a familiar environment with SageBI solution

Client profile

Begano (Bebidas Gaseosas del Noroeste, S.A.) is one of seven independent bottling plants for Coca-Cola brands in Spain.

Begano manufactures, markets and distributes both wholesale and retail. Its territory covers the whole of Galicia in north west Spain, a region with a population of three million. The business comprises a bottling plant and six branches from which it serves a large number of retailers in the four Galician provinces.

With an average of 360 employees and generating over that number of indirect jobs, Begano enjoys dynamic growth, with turnover at 267 million euros.

Begano's success has been driven by both the quality of the Coca-Cola product line and also its ambitious investment policy which is focused on the acquisition of state-of-the-art machinery. Quality is always at the forefront of the company's operational and managerial processes. As an example of its pioneering approach, it was the first Coca-Cola bottling plant in the world to produce Coca-Cola Black and to incorporate the maxi-p ring-pull for aluminium bottles.

Specialised in the production of aluminium packaging, the company is also actively involved in many other international projects and with other bottling companies in Europe. These activities include the production of bespoke bottles for internationally recognised music bands.

The challenge

In line with the company's wide-ranging commitment to innovation, by mid-2006 Begano began to consider adopting an advanced Business Intelligence solutions system for management control. Among the priorities was a simple control panel for the end user, which could utilise Microsoft Excel as one of the most widespread tools in the business environment today.

"These new requirements arose from the growing complexity of our business," Antonio Couceiro Méndez, Begano's General Manager, explains. "The launch of new products and formats for the end customer meant that since 2003 our product references had doubled, reaching 240".

“ SageBI offers a preliminary analysis of commercial expense trends by brand, family, pack and branch, with the ability to drill down to the last detail.”

Antonio Couceiro Méndez, General Manager, Begano

This expansion increased management complexity, requiring a change to the company's traditional reporting approach.

Manuel Varela Pampin, IT Manager at Begano, adds, “We needed more dynamic IT management tools so our users could analyse the trends in their business areas, drilling down from the more general growth flags to more specific details.”

The company considered the deployment of a balanced scorecard to cover all the areas in the organisation. The aim was to replace manual processes and use spreadsheets for data analysis, providing an easier, faster and more rational system for collecting business data, whenever required.

Among the company's needs regarding business data were, in the financial area, easy access to clients' profit and loss accounts; in the commercial area, agile management and interaction with the different progress flags (sales by route, overall commercial expense, and also by market, family, brand, etc); and tracking of flags associated with production rates or progress of logistics indicators.

Antonio Couceiro Méndez sums up, “In short, we needed a more dynamic and integrated information management system in order to collect the business data. While not impossible at the time, this was proving very expensive.”

In the journey to improved data analysis, Begano had already started to explode business information via pivot tables in Microsoft Excel.

The solution

With Microsoft and IBM technology in place, Begano's IT systems infrastructure already demonstrated a clear commitment to market standards.

Begano contacted Sage in May 2006 and five months later, after a thorough analysis of the different options in the market, decided on the SageBI Business Intelligence solution.

Some of the key advantages of SageBI which impressed Begano, compared with other solutions, were its seamless integration with the company's business model and IT strategy; the use of a standard platform, easily integrated with the rest of the corporate applications; and its user-friendly and standalone environment.

Manuel Varela Pampin lists the main reasons for the choice, “The solution was the perfect complement for the Excel environment which we were already using and with which most of our users were familiar. In a detailed analysis of SageBI, we also valued its simplicity for report creation and sharing, for complex data analysis, synchronising data from different Online Analytical Processing cubes; and

for the design and management of control panels. Last but not least, it was also very competitively priced and cost-effective.”

Online Analytical Processing (OLAP) enables data to be taken from single or multiple data sources and reorganised into a multidimensional structure in readily understood formats

The implementation of SageBI for ten users began in February 2007, with the project starting in the commercial area. “This is where the control flags are among the clearest and best developed in the business,” Antonio Couceiro explains. The integration of the control panel in this area took less time than envisaged (42 days instead of 48).

Begano welcomed Sage as an active partner for the duration of the project. Together, the two companies formed a joint working team that took collaboration further than in a traditional supplier-client relationship.

Antonio Couceiro Méndez praises the value which this partnership brought to the implementation: “An important factor was the experience, level of involvement and proactivity of our Sage consultants. This all helped to create the perfect team and achieved levels of collaboration that allowed us to go much further than our originally planned targets.”

Solution Overview

- A wide-ranging solution, covering key aspects of the business such as commercial and management areas, manufacturing and logistics
- Optimal control of commercial expense
- Increased productivity with Microsoft Excel and reduced timescales in data collection
- Resources freed to analyse the business, rather than sifting data
- A close partnership with Sage, bringing added value to the implementation

The benefits

In order to make the right decisions in the area of commercial budget control, Begano managers constantly need reliable and timely information. The commercial area of the company, with 200 employees, required a highly dynamic tool to control via reports the 20 commercial flags, which are constantly expanding.

SageBI was implemented in the following areas: reporting, OLAP, control panels and cost analysis. As Antonio Couceiro explains, "This provided a preliminary analysis of commercial expense trends by brand, family, pack and branch, with the ability to drill down to the last detail."

All the information gathered on sales by zone, product, route, client, pack and any other commercial flag is added to the OLAP cubes for analysis within the Sage solution. It also offers a repository that extracts data from the Coca-Cola commercial enterprise resource planning systems used by Begano, such as its SAP systems.

With the SageBI solution in place, the company's users have all the reports they need within the same platform and within the same repository for data analysis. This avoids having to use several transactional systems, and helps them to attain more depth and dynamism, as well as more autonomy, in their enquiries.

As Eufemio Escobar, Operations General Manager at Sage España, highlights, "SageBI can work with any transactional system, and Begano users now experience improved productivity with Excel and reduced times to collect the data. This frees up more time for the data analysis on which the success of the business depends."

Currently, ten Begano professionals work with SageBI, in the commercial and planning and control areas, but this number is set to increase as the solution extends to other areas in the company.

Users, who are typically reluctant to change, have been real promoters of SageBI. They have experienced its beneficial impact on their daily activities, and almost total autonomy from the IT department. With due regard to security, every sales agent can access and analyse their own data.

Manuel Varela Pampin outlines an example, "With SageBI, the daily sales and operations closure data is transferred from the transactional system to the OLAP cubes in less than ten minutes, so the agents can generate their analysis and forecasts. From the management perspective, within a few days after each period end, SageBI provides a complete report on the commercial expense trend against the budget and the previous year, comprising all the relevant variables for active, informed decision making." He also highlights the reliability and ease of integration with other data and sources.

The future

With the project complete in the commercial area, the company is now going forward with implementing the solution in its industrial and logistics areas. The Planning and Management Control department is leading the evolution towards a balanced scorecard which will also include, among other functions, general management, finance, human resources, quality control and IT.

SageBI will start operating in the industrial area almost immediately, as it's an area with well developed indicators and where, as in the commercial area, Begano has a paramount requirement for reliability, integration and flexibility to analyse the existing data.

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