



## Success Story SCHMOBI: A clear picture in sales – Qlik Sense makes it possible with ease

"Qlik Sense gave us completely new insights into our company. [...]"  
- Andreas Koch, Head Finance/HR, member of the management board,  
SCHMOLZ + BICKENBACH Stahlcenter AG



## Company

SCHMOLZ + BICKENBACH

Stahlcenter AG ([www.schmobi.ch](http://www.schmobi.ch))

## Region

Wil, Switzerland

## Industry

Industrial (Steel)

## Departments

Management, controlling

## Data sources

SAP ECC 6.0

## Solution

*Implementation of Qlik Sense and provision of a sales cockpit for the business management and controlling, for analyzing customer data, material master data and invoice data from the past three fiscal years from SAP ECC 6.0*

## Challenges

*Replacement the technically inadequate self-service BI software for data visualization currently in use with a flexible, easy-to-use and attractively priced analytics and visualization solution*

## Benefits

- *More analytic flexibility (perspective and depth of detail)*
- *A reduction of the time necessary for analyses due to automation of data generation*
- *Strong improvement in the effectiveness with which results are conveyed through the use of well-designed visualizations*
- *Easy sharing of data findings with colleagues by means of data storytelling*

SCHMOLZ + BICKENBACH Stahlcenter AG

(SCHMOBI for short) is one of the leading steel trading companies in Switzerland. At its Wil location in canton St. Gallen, some 90 employees of this company, which was founded in 1959, process, set up, assemble, and ship out steel and other metals every day for customers across Switzerland.

## Project Partner: HICO-Group

The BI experts and IT consultants at HICO-Group design and implement integrated business intelligence and controlling systems across all industries and functions. Using market leader software from QLIK®, JEDOX®, MS POWER BI® and TimeXtender®, a company's internal value-chain processes can be significantly improved. With ROKS, the Results-Orientated KPI System, the success-relevant KPIs are generated, processed, and transformed into state-of-the-art visualizations according to IBCS® standards. In addition to the integration of SAP®, Microsoft®, and other ERP systems, HICO-Group offers TRUECHART, a scalable cross-platform BI tool, which optimizes the visualization of controlling data in IBCS® format in individual dashboards and offers new possibilities for commenting and collaboration –no matter which platform you use.

### Germany

HICO-Group  
Güttinger Str. 37  
78315 Radolfzell

HICO-Group  
Weimarsche Str. 46  
99099 Erfurt

HICO-Group  
Fritz-Vomfelde-Str. 34  
40547 Düsseldorf

### Switzerland

HICO-Group  
Stampfenbachstr. 57  
8006 Zürich

### Singapore

TRUECHART P/L  
Katong Point  
427664 Singapore

*"Qlik Sense gave us completely new insights into our company. Now we can analyze and visualize our data even faster and more flexibly, so we can understand it better than ever."*

Andreas Koch,  
Head Finance/HR, member of  
the management board,  
SCHMOLZ + BICKENBACH  
Stahlcenter AG

## Initial situation

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"As a company that is very geared to business economics, we deal with a lot of numbers," explains Andreas Koch, Head Finance/HR and member of the management board of SCHMOLZ + BICKENBACH Stahlcenter AG. "We wanted to utilize these numbers much more comprehensively as a basis for decision-making than has been possible to date." Until now, analyses of the SAP® data were accomplished with the help of business intelligence software, which turned out, however, to be technically inadequate and too inflexible in terms of analysis options. "We may have had a high degree of transparency regarding our customer data, but we also wanted to view the business from other perspectives and take a look at product groups or sales areas, with reference to all of our roughly 2,200 active customers," says Koch. The right solution had to be something that could be used in self-service mode, high-performance, and for an SME like SCHMOBI, also attractively priced.

## Solution

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The one that completely fit the bill was the self-service data visualization solution, Qlik Sense. What made the difference was how well-conceived the solution is. "As a software producer, Qlik has been active in the area of data discovery for years with great success," explains the Head of Finance/HR. "With Qlik Sense it is obvious just how much experience and professionalism was put into its development."

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427664 Singapore

*Time to value*  
**A few  
seconds**

*instead of 0.5 days for the  
preparation of data*

*Return on Investment*

**5 days**

*for implementation and  
productive use of the first  
cockpit for key figures*

Other very convincing features include the high flexibility in the design of the diagrams and the ease of use: visualizations, reports and dashboards can be created easily with drag-and-drop. Another feature that was met with great enthusiasm was Qlik Sense's data storytelling concept - with this concept it is possible to combine reporting, presentation and analysis techniques and use them together. Static snapshots of the retrieved data (reports for example) can be generated with a click, enriched with various effects, and linked into stories in the form of slides. Moreover it is possible to access the underlying live data directly from the snapshots. Another feature which turned out to be advantageous was the ability of Qlik Sense to be operated as a server solution with a browser display. This allows use in a virtual server and desktop environment as well as on mobile devices, without any limits imposed on it by the system.

## Applications and benefits

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The implementation work was carried out by HICO-Group. This IT consulting company specializes in business intelligence solutions based on SAP and Qlik technologies. "What really excited me was the conceptual implementation of the project," reports Koch. "HICO-Group's strong business expertise and its extensive technological know-how of Qlik Sense and SAP were already palpable during the preliminary meeting.

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40547 Düsseldorf

**Switzerland**

HICO-Group  
Stampfenbachstr. 57  
8006 Zürich

**Singapore**

TRUECHART P/L  
Katong Point  
427664 Singapore

*"Our market conditions are very volatile. The more reliable and informative the current data I can call up, link together and analyze, the better I can plan for the short and mid-term. That is exactly what Qlik Sense allows us to do. We obtain a clear picture of the company's situation and the changes that have occurred over the course of time."*

Andreas Koch,  
Head Finance/HR, member of  
the management board,  
SCHMOLZ + BICKENBACH  
Stahlcenter AG

## Future

*In future the circle of sales cockpit users is to be expanded to the sales department. Qlik Sense applications are also being planned for the areas of warehouse management, procurement and HR management.*

Thanks to that, we not only arrived at a solution very quickly, but also a cockpit in which really every aspect was taken into consideration." For example, there is even an interactive geographical map available. "I think this map is absolutely sensational," says Koch. "At a glance I can see the regions where gains can be registered – and always in reference to the respective figures."

After only one working week the sales cockpit went into productive use. It works with an underlying base of customer data, material master data and invoice data from the past three fiscal years. Analysis is done on absolute and relative figures such as sales and revenues, and prices and relative profit margins, according to various criteria such as customers, product groups, articles and regions.

"Now it is directly apparent to us how prices are developing in the current month, or how pricing pressure is affecting the profit situation. That alleviates planning enormously," says Koch. "On top of that is the time we are saving. Formerly it took us half a day to prepare the data. Today it comes down to fractions of a second.

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