



Landgeflügel optimizes reporting with Qlik Sense

Migration of four different business intelligence solutions to one enterprise-wide application for all analysis and reporting requirements.

"With Qlik Sense®, we can visualize data in a way that gives us insights much faster than the Excel applications we were using previously. We now have query results available in tabular form as well as in charts and graphs.

Previously, we mapped the evaluation of ERP data in Microsoft Excel. The manual effort involved was too high and also prone to errors. In addition, we lacked the flexibility to meet the increased demands on reporting."

Matthias Münch
Controlling
Landgeflügel FG
Vertriebsgesellschaft mbH

Landgeflügel: A large supplier of chicken meat

Chicken meat is particularly popular with German consumers. One of the largest German suppliers of poultry breast to leg is Landgeflügel FG Vertriebsgesellschaft mbH, a member of the Rothkötter Group, with its approximately 100 employees. Around 30,000 tons of chicken meat in different varieties from pure to refined are delivered every month from the Haren and Wietze sites to industrial and commercial customers.



Optimized reporting with Qlik®

In addition to product and production quality, the main pillars of the poultry company's business success also include efficiency and process quality. Technical progress plays an important role - also in terms of IT. Landgeflügel FG prescribed itself a healthy portion of progress for its reporting system, as Matthias Münch, controller of Landgeflügel FG Vertriebsgesellschaft mbH, reports: "We previously mapped the evaluation of ERP data in Microsoft Excel. The manual effort involved was too high and also prone to errors. In addition, there was a lack of flexibility to meet the increased reporting requirements." The wholesaler was looking for a solution that would enable automated and flexible analyses of NAV data from a wide variety of perspectives in a self-service process, even without IT support.

The data visualization solution Qlik Sense® was convincing: It is based on the QIX Associative Data Indexing Engine, a patented second-generation computing technology from Qlik®. Associative data indexing allows relationships between data to be explored across sources. Intuitive analysis, intelligent search, and easy-to-understand visualizations help users gain insight into their data faster. Governance features ensure data accuracy and reliability across the enterprise.

Efficient sales controlling with Qlik Sense®.

HICO-Group fulfilled a special request from Landgeflügel FG regarding variable date fields for analyses. In the traditional approach, a leading date field is set, such as the booking date, delivery date, or shipment date. However, Landgeflügel FG required different leading date fields depending on the analysis consideration. HICO Group developed a user-friendly feature to meet this requirement.

Landgeflügel FG uses Qlik Sense® for various sales controlling analyses, including sales and revenue by different criteria. Linking to weather data enables the identification of temperature-sales correlations. This led to the discovery that sales of marinade items increased in the summer, while frozen products sold more in the winter.

Graphical visualizations help identify and correct data discrepancies. Matthias Münch emphasized that Qlik Sense® is adapted to their requirements, which enables targeted data analysis. This leads to more accurate production planning, more efficient reporting and improved data quality.

	PY	AC	FC	ΔPY	ΔFC	Rating	Comment
Food Revenue	4.474,4	4.301,1	4.409,4	-86,3	-109,3	Acceptable	Enter comment
Coke Revenue	397,0	496,0	491,0	+99,0	+5,0	Good	expected revenue shifted from food due to seasonal customers decisions, increasing the alcoholic beverages orders
Revenue	4.871,4	4.797,0	4.900,4	+4,5	-104,3	Acceptable	Enter comment
Cost of Goods Sold	-1.434,1	-947,9	-1.066,9	+486,2	+119,0	Acceptable	new materials for lower prices due to a better quantity discount
Sales Commissions	-842,0	-669,7	-669,7	+172,3	+91,0	Very good	effect of the new strategic "Sales Commissions" structure since Jan 2018
Delivery Charges	-100,0	-121,9	-100,0	+18,1	-1,7	Acceptable	10 European Engpas vs members der same familie
Total Variable Costs	-2.476,1	-1.739,5	-1.836,6	+736,6	+204,3	Very good	Enter comment
Contribution Margin	2.395,3	3.057,5	3.063,8	+662,2	+100,3	Good	Enter comment
Overhead	-380,0	-348,1	-272,4	+131,9	-67,7	Acceptable	Enter comment
Depreciation	-211,4	-305,1	-246,6	+93,7	-54,7	Acceptable	Enter comment
Provision/Reserves	-244,9	-39,6	-290,9	+155,3	-80,7	Acceptable	Enter comment
EBIT	1.689,0	2.384,7	2.255,7	+415,7	-129,0	Acceptable	Enter comment
Income Taxes	-209,0	-231,0	-170,0	+139,0	-33,0	Acceptable	Enter comment
Interest Income	-20,0	274,0	-244,0	+254,0	-47,0	Bad	Enter comment
Reconciliation	-46,0	-309,0	-200,0	+163,0	-109,0	Bad	Enter comment
Net Income	714,0	1.014,7	1.675,7	+301,7	-66,0	Acceptable	Enter comment

III in % of Revenue

	PY	AC	FC	ΔPY %P	ΔFC %P	Rating	Comment
Cost of Goods Sold	-20.0%	-19.4%	-21.4%	+1.4	-2.0	Very good	Enter comment
Sales Commissions	-17.2%	-13.7%	-13.2%	+3.5	+1.6	Very good	Enter comment
Delivery Charges	-3.7%	-2.6%	-2.3%	+1.1	-0.2	Good	Enter comment
Total Variable Costs	-49.8%	-33.8%	-37.9%	+16.2	+3.4	Good	Enter comment
Contribution Margin	50.2%	66.4%	63.9%	+16.2	+3.4	Good	Enter comment
Overhead	-8.0%	-7.1%	-6.0%	+1.1	-1.1	Acceptable	Enter comment
Depreciation	-5.2%	-6.5%	-5.6%	+1.3	-1.0	Acceptable	Enter comment
Provision/Reserves	-5.0%	-7.7%	-6.0%	+1.9	-1.6	Acceptable	Enter comment
EBIT	32.0%	45.1%	46.0%	+13.1	+1.0	Good	Enter comment
Income Taxes	-4.7%	-4.7%	-3.6%	+1.1	-1.2	Acceptable	Enter comment
Interest Income	-4.7%	-6.8%	-4.3%	+2.4	-2.5	Acceptable	Enter comment
Reconciliation	-6.0%	-3.0%	-4.2%	+2.8	-1.2	Acceptable	Enter comment
Net Income	14.7%	21.1%	33.5%	+18.5	+12.4	Good	under current circumstances, a more than an acceptable result

Future outlook

In the future, Qlik Sense® will be made available to other users in the controlling environment. Furthermore, it is planned to automatically distribute weekly and monthly reports within the company directly via Qlik Sense® - possibly in connection with Qlik® NPrinting, an extended reporting and distribution solution. In addition, the development of applications for other departments such as production and sales is being considered.

"We were looking for a flexible, automated and self-service solution to analyze data and optimize our reporting. With Qlik Sense® we have found it. We can now analyze data according to our needs. The Qlik Sense® user interface is tailored exactly to our requirements.

We can evaluate exactly the areas that are important to us - without losing the overview in a sea of functions. Extreme values, such as the sales volume of a particular article, can be understood very quickly thanks to the graphical visualization. With just a few clicks, you can dive into deeper levels of analysis to get to the bottom of the causes in detail."

Matthias Münch

Advantages of QLIK Sense®

- High analysis flexibility
- User-friendly self-service procedure
- Graphical visualization of query results
- Reduction and automation of the analysis effort
- Improved information security and quality



"The cooperation with HICO-Group works very well. We feel we are in good hands and have achieved results quickly."

Matthias Münch
Controlling
Landgeflügel FG Vertriebsgesellschaft mbH



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