



Lifetime Brands unlocks data in SAP® and other systems for seamless analysis with QlikView®

“With QlikView, we have the ability to aggregate historical data from various enterprise software systems with data from SAP systems. This has made company information accessible to everyone and enabled our users to develop consolidated reports more efficiently.”

– Clifford Siegel, Senior Vice President, Global Supply Chain Lifetime Brands, Inc.



Lifetime Brands (www.lifetimebrands.com) is North America's leading designer, developer and marketer of kitchenware, home decor and accessories. The Company markets its products under more than a dozen of the industry's best-known brands, including Farberware, Cuisinart, Calvin Klein, CasaModa and Hoffritz. Lifetime's products are distributed through almost every major retailer in the United States.

Before: Best known brands, little known information

Experiencing significant growth organically and by acquisition, Lifetime Brands quickly became a company of many brands. As each acquired company was assimilated, reporting and data analysis became increasingly challenging and the company was lacking overall visibility into the supply chain management and sales analysis of the company as a whole. For shareholder reporting and strategic planning purposes, Lifetime Brands needed the ability to quickly integrate data from newly acquired companies for consolidated reporting.

Lifetime Brands had recently replaced its legacy Great Plains application with an implementation of SAP R/3. While the system provided a view into current operations, it could not incorporate historical data, which made comparison and analysis a difficult process. The out-of-the box reporting capabilities from SAP were limited and would not provide the level of detailed analysis that Lifetime Brands desired. Lifetime Brands was serving as an SAP reference for prospective customers. Ironically, in one such discussion, a prospective SAP customer mentioned their use of QlikView, which prompted Lifetime Brands to look into the software.

Deciding on QlikView®: More visibility, integrated views

During the evaluation, the Lifetime Brands team was impressed with the capabilities that QlikView offered to support consolidated reporting for current and future acquisitions. Regardless of the data sources, Lifetime Brands would have the ability to deploy new QlikView applications in just days, even with significant customization. With QlikView, Lifetime Brands would be able to pull data from the different systems of its newly acquired companies together and run powerful reports almost immediately – in a fraction of the time and at a fraction of the cost required by SAP or other BI solutions.

Solution overview

Lifetime Brands, Inc.

A leading designer, developer and marketer of a broad range of nationally branded consumer products used in the home

Industry: Consumer Products

Function: Executive, Sales, Operations, Supply Chain, Finance

Geography: USA

Challenges

- Enable visibility into supply chain management and sales analysis
- Facilitate consolidated reporting for all company brands based on data from disparate enterprise software systems

Solution

Lifetime Brands deployed QlikView to 145 employees in less than 8 weeks. With QlikView, Lifetime Brands now analyzes sales performance and trends, inventory turns, and fill rates. Through QlikView Server (64-bit) and QlikView Publisher, Lifetime Brands supports security and visibility of its data records. In addition, QlikView Connector enabled Lifetime Brands to immediately leverage the data within SAP and legacy systems.

Benefits

- Garnered time and cost savings from elimination of wait time for reports and forecasting
- Achieved single point of entry to disparate systems – collapsing 100 individual reports into a single QlikView
- Improved visibility into supply chain management and sales analysis for real-time operational adjustments

Data Source Systems

Application: SAP, Demand Solutions, RedPrairie, Great Plains and other legacy systems

Database: Access, Excel

Hardware: HP 16-Processor Server, Intel 2.4GHz Server



Time to value

8 weeks

to deploy QlikView® executive, sales and supply chain applications to 145 employees

Return on investment

99%

reduction in time spent running and consolidating sales reports

The evaluation team learned that QlikView could solve its critical issue of inaccessible historical data. Instead of cumbersome, time-consuming imports into the company's new SAP system, the certified QlikView Connector for SAP would automatically link and aggregate the historical data with SAP source data as the applications went live. This capability sealed the decision to implement QlikView.

The team decided to start with sales and supply chain analysis, the areas in which they needed better visibility most urgently.

From 100 reports to one application

Within the first week of working with QlikView, the Lifetime Brands team was building reports that had been impossible to build after years of working with the source systems – Demand Solutions, RedPrairie, Great Plains and a variety of legacy systems. The complete implementation took approximately two months from the time the team selected QlikView to go-live for 145 employees.

Lifetime Brands addressed the critical need for consolidated sales reporting and analysis in its first QlikView application, which tracks sales by specific time periods, months, division, materials, current versus historical, and forecast versus actual – in addition to trend analysis. "We are now able to view and analyze sales in every way you could possibly imagine," said Clifford Siegel, Senior Vice President, Global Supply Chain, Lifetime Brands, Inc.

Lifetime Brands is using its QlikView sales analysis application to connect data from its budgeting system with data from its customer and sales systems. For example, a single report can access forecast data from the budgeting system and provide a comparison with actual sales from the customer system, providing an integrated view of customer activity. "Employees at every level are using QlikView every day," said Siegel.

The sales application enables users to drill down, organize data and run reports at a level of detail that would have only been accessible by running 100 individual reports in their old system – a 99 % reduction in time and energy. The team also built an executive sales analysis dashboard, which accesses the same data, but is geared toward the needs of senior management – who need to see the entire picture of daily performance at glance. The integration of sales data from all brands and divisions enables management to plan and adapt sales and merchandising strategies faster and better than ever before.

QlikView is also increasing process efficiencies in the sales cycle. Through integration with the company's "Product Data Sheet" development management tool, sales managers now have the ability to access and print high-quality sell sheets, marketing collateral and print brochures directly from QlikView. As a result, sales managers are no longer calling the marketing team with individual material requests for new prospects.

Running on SAP, sprinting with QlikView®

The Lifetime Brands team next focused on building a supply chain analysis application with QlikView Connector to integrate its SAP data with historical data from a variety of legacy systems. Although the company's new, enterprise-wide SAP system was supposed to standardize its supply chain forecasting, procurement, warehousing, production planning and execution, the company still needed to access data that only existed in its old enterprise systems. With QlikView, Lifetime Brands created a complete, single view of all past and present supply chain data.



Employees are now able to perform consolidated supply chain analysis by monitoring inventory turns, purchase orders, material requirements and vendor performance. This enables management to identify and solve problems proactively in the supply chain, from supplier deliveries, production schedules to warehousing. Production floor and plant managers now can immediately adjust their activities by tracking near real-time key performance metrics in production processes, instead of waiting for post-production reporting. "This agility has made a tremendous impact on our overall operational efficiency," said Siegel.

QlikView®: Users get faster answers without formal training, less reliance on IT

In addition to a 99 % reduction in time spent on sales-related reporting and the associated cost savings, QlikView has enabled Lifetime Brands to increase overall efficiencies in sales and supply chain reporting and data retrieval. With a single interface to access data from SAP and non-SAP systems, users can analyze trends and measure performance. As Lifetime Brands continues to grow and acquire new companies, QlikView Connector will enable immediate reporting on and analysis of data from all company brands.

Additionally, IT has been able to decrease time spent on creating individual reports for employees at various levels in the company. "In the past, some employees were not able to access sales information simply because it was too time consuming to segregate data for one individual. Today, because QlikView® offers data security restrictions according to role, employees can access a universal sales report and work with the data that is relevant and permissible for their role in order to get the answers they need," explains Siegel.

The ease-of-use of QlikView has made life easier for both the IT department and the end users. The majority of users are able to begin using QlikView without any training, driving up acceptance rates while reducing training costs. The IT team is able to respond to most report requests with a same day turnaround.

Next steps: Financial and marketing analysis

When the Lifetime Brands team originally decided to purchase QlikView, they focused on its use within a small group of employees. However, once management saw the success of the initial applications, the company purchased additional licenses and has begun to extend usage to other functional areas.

In an effort to expand financial analysis, Lifetime Brands is now developing reports that will enable managers to prioritize action based on predicted profit and loss impact. The company is also considering future plans for a marketing application to provide enhanced analysis of marketing campaigns and the competitive landscape.

"It's been a world of difference between our old reporting and what we can do today. The savings and benefits will multiply further for Lifetime Brands as our use of QlikView expands," concluded Siegel.

"QlikView has been fantastic. It has exceeded our expectations, even though we have really just scratched the surface of what it can do for our organization."

– Clifford Siegel, *Senior Vice President, Global Supply Chain, Lifetime Brands, Inc.*