

ANALYTICS



Kotányi spices up data usage with Qlik®, speeding retrieval by 80%



About Kotányi

Kotányi is a traditional Austrian family business founded in 1881. It specializes in the production and distribution of high-quality spices and herbs to both private households and the catering industry. While the company now operates in over 20 countries, it retains its core values of quality, innovation, and taste experience.

As Kotányi grew, its previously effective BI infrastructure became strained, leading to performance issues and complex workarounds that hindered reporting and strategic decision-making. Kotányi now runs over 80 custom-built applications in Qlik Sense®, significantly advancing its data visualization, predictive AI, and forecasting capabilities and transforming critical processes across the business.

“Qlik supports managing the company notably by unlocking gains in efficiency, reducing costs, and delivering new opportunities to build revenue. Decision-making processes across the business are faster and smarter.”

Erwin Kotányi, Owner & General Manager, Kotányi



Customer Name

Kotányi

Industry

Consumer Products

Geography

Austria, EMEA

Function

Finance, HR, IT, Marketing, Sales, Supply Chain Management

Challenges

- Replace an aging, inefficient data infrastructure
- Accelerate insights to drive decisions and enable continued business growth
- Promote a business-wide culture of data-centricity and autonomy

Solution

Kotányi implemented Qlik Sense in conjunction with Mail & Deploy to provide a unified data ecosystem across its business.

Results

- Over 200 users can now create and modify reports independently
- Data retrieval is now 80% faster, with manual reporting efforts cut by 60%
- Flexible architecture allows Kotányi to scale analytics as it expands

A family business with an eye to the future

For 145 years, Kotányi has forged an industry-leading reputation for quality and expertise. It is a business that's proud of its history, now well into its fourth generation of family ownership and management, but remains firmly focused on the future, with an ongoing commitment to continuous innovation, development, and investment.

Kotányi's state-of-the-art production and development facility in Wolkersdorf near Vienna is at the heart of the company's efforts to modernize and expand. The site manages over 4,500 different products and serves as a model for sustainable and efficient production processes. These values are key enablers for Kotányi's continued growth, particularly in new markets across Central and Eastern Europe and selected regions in Southeast Asia and South America. Today, Kotányi employs more than 600 people worldwide, with over 370 of them based in Austria and the rest supporting operations across international markets.

"We recognized the importance of data processing earlier than many businesses," says Andreas Gendo, Head of International Supply Chain and Logistics at Kotányi. "The foundations for our current analytics and reporting capabilities were laid more than 25 years ago."

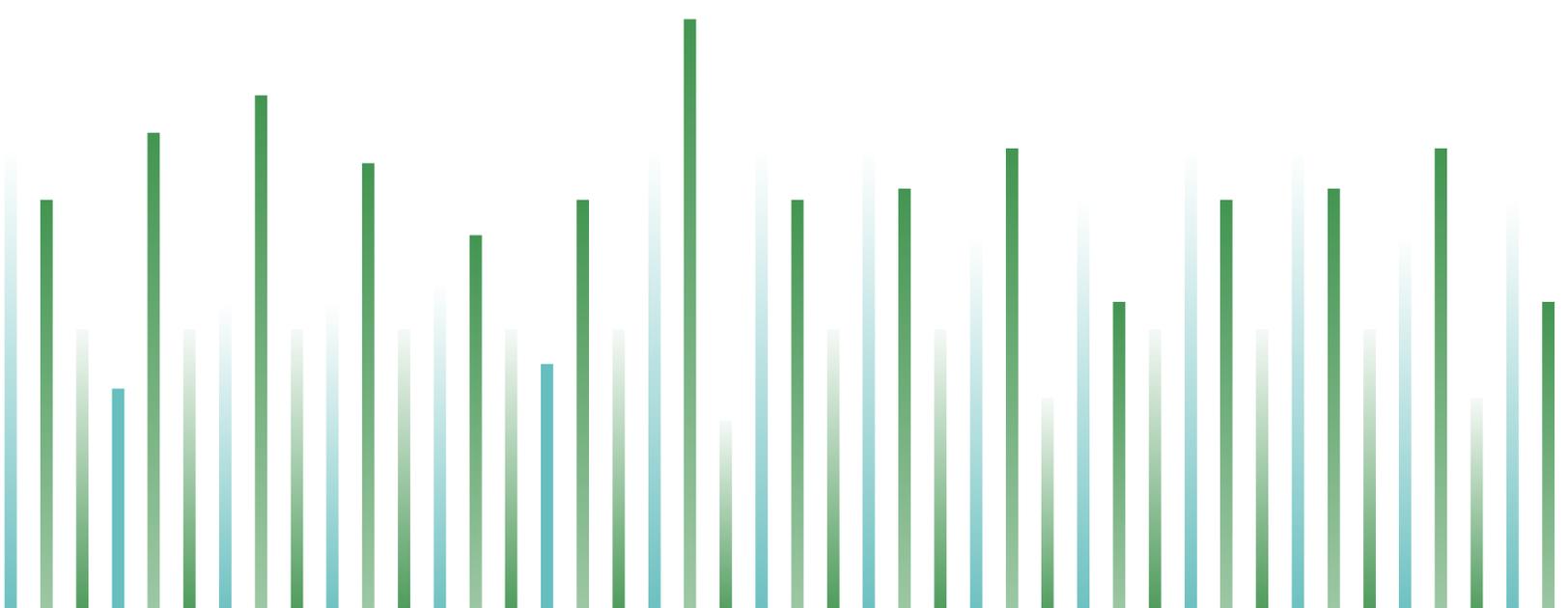
Over time, Kotányi's legacy business intelligence infrastructure, once a solid foundation, began to show its age. As data volumes grew and reporting needs evolved, the 2GB memory limit and increasingly sluggish performance became major obstacles.

Frequent manual tuning, patching, and workaround scripting tied up valuable IT resources, while slow queries and rigid structures hindered the development of larger databases and cross-functional reports. Adding new data sources often required complex reengineering, delaying insights and limiting the company's agility. Most critically, these limitations impacted the reliability and timeliness of strategic reporting, slowing down decision-making in areas like market expansion and product innovation. While the cost wasn't the main issue, no one was willing to allocate further personnel to a system clearly reaching the end of its lifecycle, stalling Kotányi's ability to scale its analytics capabilities in line with its growth ambitions.

"Given the growing importance of data-driven decision-making processes, it became clear that we needed a more powerful and flexible solution to meet our increasing demands," Gendo explains. "It was time to modernize our BI infrastructure and choose a platform that would help us make informed decisions faster and more efficiently."

An opportunity to analyze, standardize, and improve

Kotányi undertook a comprehensive evaluation of the business intelligence market, assessing available solutions against a clear set of strategic and operational criteria. At the top of the list: reducing complexity and transforming vast, heterogeneous datasets into clear, actionable insights through intuitive visualizations.





This would enable real-time analytics, promote data-driven decision-making, and empower the business to respond faster and more confidently to changing market dynamics.

As volatility in raw material markets increased, the demand for cross-functional analysis and predictive what-if scenarios became urgent. With Qlik, Kotányi was able to deliver a working prototype within just two days, enabling strategic pricing and product focus decisions in response to sudden cost fluctuations.

Additionally, the cost variance analysis tool, built on Qlik, gives management daily insight into margin changes, from the level of a single article up to aggregated views by country group, helping uncover root causes and supporting informed, immediate action. These capabilities have not only increased transparency but also created a culture of speed and responsiveness across the organization.

An intuitive and user-friendly interface was essential not only for efficient usage but also to encourage widespread adoption across departments. Once the first applications were rolled out and initial training sessions held, enthusiasm for the new solution quickly spread. Demand exceeded expectations: training initiatives had to be accelerated by a factor of four to keep up, and user licenses expanded twice as fast as originally planned.

It became clear early on that Qlik had struck a chord with employees across the organization, creating strong momentum for data-driven thinking and embedding analytics into everyday business decisions.

“A test run with 100 million data records impressively demonstrated the superiority of Qlik Sense,” says Gendo. “That led to a very quick decision in its favor. You simply can’t process those volumes of data effectively with just a spreadsheet.”

The Qlik Sense implementation at Kotányi began as a focused pilot project with just five user licenses. Thanks to fast progress and early value, the solution quickly evolved into a company-wide platform. Led by Qlik partner Harrer & Partner, the project followed a coaching-based “learning on the job” approach, enabling Kotányi to build its own internal Qlik development team early on. This hands-on method, paired with Harrer & Partner’s deep expertise, delivered tangible results from the start.

The first applications were live within a month. After six months, key departments were fully onboarded. Two years into the journey, the entire corporate group was working with Qlik, built on a solid data warehouse foundation that had been carefully optimized along the way.

“It was an opportunity to analyze, standardize, and improve our existing data warehouse and data flows,” Gendo explains.



“We’ve consolidated data from numerous functions like financial planning, warehouse management, machine data, and operational applications into a central data warehouse that serves as a single source of truth. Qlik then plays a central role in analyzing and visualizing this data.”

Qlik’s powerful capabilities now enable the efficient processing of complex data, using flexible data modeling and automated field names and structures to become the central pillar of Kotányi’s new BI landscape.

“We deliberately chose not to migrate existing applications from the old system,” Gendo explains. “Instead, we started from scratch, focusing first on the applications with the highest impact on business efficiency. By tackling the most complex use cases early on, we achieved a steeper learning curve and saw immediate, measurable benefits that weren’t possible with the legacy system.”

Advanced analytics enable AI-driven innovation

Kotányi now operates over 80 custom-built Qlik applications, significantly advancing its capabilities in data visualization, strategic forecasting, and predictive AI. The result is a transformation in Kotányi’s operations.

“Qlik supports managing the company notably by unlocking gains in efficiency, reducing costs, and delivering new opportunities to build revenue,” says Erwin Kotányi, Owner & General Manager of Kotányi.

“Decision-making processes across the business are quicker and smarter.”

Data retrieval at Kotányi is now 80% faster, delivering answers to queries in seconds instead of the hours or even days taken by its previous platform. Manual reporting effort has been cut by 60%, with Qlik integrating with Mail & Deploy to eliminate the need for time-consuming SQL queries and manual consolidation of data.

“Qlik is delivering deep insights across finance, logistics, sales, and production,” Gendo explains. “It gives us unparalleled visibility, allowing us to reduce costs and boost efficiency.”

Data-driven management dashboards now enable real-time tracking of business KPIs, giving users across Kotányi the insights to make key decisions. Qlik’s cutting-edge infrastructure is also helping to reduce IT support requirements, simplifying or even eliminating the demanding maintenance required for its previous system.

“Qlik integrates effortlessly with our existing ERP, CRM, and supply chain systems,” Gendo adds. “It’s a unified data ecosystem that’s enhancing the efficiency of financial, sales, and operational reporting.”

Over 200 users across Kotányi now actively use Qlik, building an ever-growing culture of data-centricity with the ability to create and modify reports independently, without the need for IT assistance.

Role-based access controls ensure that users access only the data they need for their responsibilities, while the integration with Mail & Deploy guarantees compliance with data protection regulations.

“Qlik’s flexible architecture allows Kotányi to scale analytics as we expand, supporting future initiatives,” says Gendo. “It’s also cloud-ready, which allows future enhancements such as AI-driven insights to be integrated seamlessly.”

Also on the horizon is a mobile BI roll-out, giving users the power to make data-driven decisions anywhere and at any time.

“With Qlik, we can lay the groundwork for predictive modeling, production planning, and logistics optimization,” Gendo concludes. “It’s a future-proof solution that’s supporting sustainable growth.”

Make game-changing analytics accessible to everyone

[Learn more](#)



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

qlik.com



About Harrer & Partner

Harrer & Partner Unternehmensberatung is a leading Qlik specialist in the DACH region. For over 20 years, the Vienna-based consulting firm has supported organizations in making data-driven decisions with tailored solutions built on Qlik Sense, Qlik Cloud, Qlik AutoML, and Qlik Talend. Their focus lies in integrating, analysing, and visualizing business data, as well as developing long-term BI strategies. Harrer & Partner offers end-to-end support – from data strategy and implementation to enablement and support. With strong business insight, technical excellence, and a personal approach, they deliver scalable BI solutions that create lasting value.

hpartner.at