

QlikView Customer Snapshot – FFF Enterprises

“The pharmaceutical industry can change instantly, impacting how, where and what products we bring to market. It is imperative that people have real-time access to our business systems. With QlikView, we are able to access information anyplace and anytime. That puts us in a position of trust with our customers and partners.”

Chris Ground, Senior Vice President, National Accounts
FFF Enterprises



About FFF Enterprises

- Leading multidimensional healthcare company, delivering innovative solutions in biopharmaceutical management and distribution, health information management and consumer healthcare services
- Headquartered in Temecula, California
- Achieved ~ \$700 million in revenue with 250 employees
- Industry: Retail & Wholesale Distribution

Challenges

- Accelerate the availability of lifesaving products and services
- Respond – at lightning speed – to rapid market changes
- Maintain reputation as a finger-on-the-pulse enterprise with ‘information integrity’

Solution

- Deployed QlikView to ~ 65 users across 7 functions in US:
 - Executive Analysis: Monitor trends to identify market opportunities and corporate performance across divisions
 - Sales Analysis: Analyze sales by division, product, salesperson and time
 - Marketing Analysis: Assess sales performance by product and customer
 - Supply Chain Analysis: Assess warehouse logistical performance in tracking volume of products covering receipt, internal process flows, and dispatch. Example is the Flu Dashboard tracking daily shipments
 - Operational Analysis: Better coordinate production forecasts with partners
 - Financial Analysis: Assess vital statistics to support annual forecasts
 - IT Analysis: Better manage system performance and IT service issues
- Rapid implementation in only 4 weeks across three of divisions
- Leveraged QlikView Server to aggregate data from Movex on the IBM System i (AS/400), Excel, XML, text files, and Access

Benefits

- Enabled timely market execution and customer responsiveness through instant information access
- Provided up-to-date figures on demand chain synchronizing planning by business partners and customers
- Adoption and success – within a week, the President and CEO was pulling out key sales records before meetings
- Raised efficiency levels, saving the company time and money