

**Company:**

The Harboro Rubber Company Limited

Industry:

Manufacturer of rubber parts to a vast range of industries

Function:

Operations

Geography:

Harboro Rubber is a family run business that has spanned four generations. Based in Market Harborough, it employs 105 staff and sells to both UK and European companies

Challenges:

Visual Enterprise was out of date and its reporting features did not meet Harboro Rubber's requirements

Harboro Rubber's waste/errors could not be visualized

Extracting the right data from Visual Enterprise was time consuming

Solution:

Harboro Rubber deployed QlikView to 12 users with a minimum need for training and is considering a future acquisition of additional licenses

QlikView was implemented in ten days and ready to use in less than two months

Benefits:

- Performance visibility
- Improved customer service
- Improved margin performance
- Improved delivery and quality performance
- Ability to visualise errors and tackle waste
- Ability to create reports in minutes
- Reduction in paper waste

Award-winning rubber company breaks the mould in reporting by moving to QlikView

Harboro Rubber, based in Market Harborough, is a leading-edge supplier of rubber parts to a vast range of UK and European industries, including automotive, aerospace, general engineering, electronics, defence and footwear.

The family business, which has spanned four generations and won Honda's coveted Quality Award, began trading in 1894 and has been working with rubber since its introduction as an engineering material.

Harboro Rubber had been using INFOR's ERP system Visual Enterprise since 2001 and during that time it had found the system to be good at handling orders, scheduling and collecting data from the shopfloor but not satisfactory enough at reporting. Since Harboro Rubber's version of Visual Enterprise was out of date and in need of an upgrade, its directors used the opportunity to look at QlikView.

Challenges:

Harboro Rubber wanted to analyse its order book by order status and see a breakdown of current periods and orders on hand. It also wanted to be able to visualize data relating to dispatch, stock, purchasing and reject rates as it had never been able to look at errors in the data before.

Selection:

Informance contacted Harboro Rubber and suggested demonstrating QlikView on-site using Harboro's own data. James Briggs, Chairman of Harboro Rubber says: "We were astonished to see our data live within two hours and we were able to analyse things we had never even been able to see before. Informance were excellent, not only were they very friendly and helpful, but also solution oriented and very organised".

Harboro Rubber researched other business intelligence solutions but none seemed to perform adequately. James says: "We lost interest in the other products quickly as we found QlikView to be exceptional – it did

"Once we saw QlikView, we lost interest in other business intelligence products". James Briggs, Chairman for Harboro Rubber



exactly what we wanted it to do and was affordable". The first step in the implementation was to specify what Harboro Rubber needed from QlikView. James continues: "We agreed on an initial list of requirements to be implemented. Since we did not know what was possible with QlikView there was trust on both sides, rather than extensive, detailed specifications for each of the applications".

QlikView was implemented within ten days. James says: "We didn't believe we would get it done in ten days, but QlikView was completed and ready less than two months from the day we saw the product for the first time. Informance has very good technical knowledge and quickly picked up on both our database structure and what we were trying to achieve. This combination was powerful in moving us forward".

Business benefits in an economic downturn

A feature Harboro Rubber especially likes is that they can use QlikView to visualise the largest areas of financial waste within the company on a weekly basis. James says: "Before QlikView we used to have to collect the data from Visual Enterprise and export it into Microsoft Excel sheets. This took several hours of work. I can now do this

with QlikView in less than a minute. I can see every single operation, which makes areas of high waste very visible".

QlikView has also proven to be quick to master as James' son Ian, a student at Loughborough University came on-board and extended and built the complete system Harboro Rubber uses today. James says: "We combined my business experience with Ian's software skills – he was able to learn QlikView very fast as the software is highly intuitive, easy to use and consistent all round".

James concludes: " QlikView visualises essential information about your business and gives you complete transparency of its health, which is something SME's desperately need in an economic downturn. Implementing QlikView has made a huge difference to our company. We have saved both time and costs by analysing our daily operations and visualising our performance. QlikView has helped us improve our customer service, delivery, quality and margin performance and I can also tackle the biggest financial waste made in the company. This is essential in our current economic climate".

Client list:

Our manufacturing clients include:

Aimia Foods
Del Monte Foods UK
Lakeland Dairies
Moy Park
Tayto Group

Antalis McNaughton
De La Rue International
Manor Fresh
SAPA Profiles

Bakkavör
Kinnerton Confectionery
Metsec Plc
Smithfield Foods

About Informance

Informance is a QlikView Elite Solution Provider with over 26 years' IT experience. We have in-depth knowledge of the manufacturing industry and provide the QlikView Business Discovery platform to manufacturers who want accurate, up-to-the minute information and real-time visibility across their entire manufacturing value chain. In addition to the QlikView software we also provide a complete business analysis suite including implementation, consultancy, training, dashboard development and support.

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About QlikTech

QlikTech is currently the world's fastest-growing business intelligence software vendor with an average of 14 new QlikView customers added every day. The company's global headquarters are in Radnor, USA and it has direct operations throughout Europe through its 300 solution partners. Today there are 500,000 QlikView users in more than 92 countries.

QlikView

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