

**Company:**

Tayto Group

**Industry:**

Food Manufacturing

**Geography:**

The Tayto Group is a family owned business that started creating crisps from its factory in County Armagh, Northern Ireland in 1956. Today it supplies quality crisps and snacks from its six locations across the UK.

**Challenges:**

- The ability to combine data from any source and deliver it in a single application
- Secure better information delivery across the group
- Integrate reporting with the ERP system without impacting the business
- Reduce administration time

**Product:**

QlikView Guided Analytics

**QlikView Functions:**

- Consolidated Executive Dashboard
- Sales
- Production
- Stock
- Labour
- Usage Variance
- Performance to Forecast
- Performance to Budget
- Forecast Valuation
- Profitability
- Shortages
- Distribution
- Purchasing

**Benefits:**

- Improved business agility
- Complete visibility with one version of the truth
- Improved quality of information delivery
- Faster, more informed operational and strategic decision-making
- Vast reduction in administrative resources.

## Tayto improves operational and strategic decision-making with Qlik

The Tayto Group is the third largest snack manufacturer in the UK and the market-leading snack and crisp brand in Northern Ireland. Over the past few years Tayto has grown from strength to strength, mainly due to the acquisition of major brands such as: Golden Wonder, Real Crisps, Mr Porky and Jonathan Crisp.

As the Tayto Group had evolved from a number of individual companies brought together under the same ownership, there had been no defined process in place for business intelligence reporting, even though it was recognised that the delivery of information across the group was vital.

Tayto identified that it needed a new business model and business intelligence solution that would combine data from any source and deliver it in a single application. It had implemented Microsoft's Dynamics NAV as its enterprise resource planning (ERP) system and could see that implementing a business intelligence solution would greatly improve

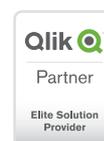
the speed at which information could be delivered to the business.

John Delaney, Group Finance Director for Tayto says: "The flexibility of the business intelligence solution was key as we had multiple data sources from the individual companies that we were consolidating."

John continues: "We needed a quick solution and one that would enable us to tap into the power of the data available in our ERP solution, as well as enhancing it with vastly superior analytical tools. After reviewing the marketplace, we arranged a QlikView proof-of-concept day with Qlik Elite Solution Provider Informance and this proved to be invaluable as it convinced us of the advantages of QlikView."

John continues: "Informance demonstrated a great deal of understanding when it came to our businesses' needs and its consultants proved their ability when it came to interpreting our requirements rather than demanding a rigid specification."

"QlikView stood out from the crowd and provided the solution to our data needs quickly and effectively". John Delaney, Group Finance Director for Tayto



John says: "QlikView from Informance was an obvious choice as we could see it would operate across all areas of our business and it stood out from the crowd as the right solution to satisfy our data needs quickly and effectively."

Informance was chosen to implement QlikView and develop the manufacturing-specific dashboards required by Tayto to improve the quality of information available to its users.

Once QlikView was installed, Tayto set about cleansing the data stored in its ERP system to make it reliable to use within QlikView, followed by the development of the right dimensions for use within the analysis. This meant making certain modifications to get the data ready for QlikView.

Initially, QlikView was rolled out across Tayto's sales department and it rapidly became the only reporting tool being used. It was widely accepted by the users with almost all of them picking up the necessary skills quickly and with little difficulty which encouraged the roll out of QlikView to the next phases which were; daily reporting and analysis on production costs, variances, stock, customer profitability, product profitability, profit and loss and

overhead reporting. And now a single version of the truth for key performance indicators are delivered.

Phil Underhill, Systems Manager at Tayto says: "Mission accomplished, or so we thought; as today we are continuing to use QlikView in numerous ad-hoc ways such as checking data, amalgamating data from third parties, fulfilling numerous reporting requirements and collating and analysing tasks. QlikView is also being used as the primary vehicle for collating all of our budgetary data."

John Delaney says: "Since implementing QlikView we have seen its use increase as staff have become more focussed on improving their knowledge as time has been released from the basic data handling. QlikView has become an integral part of our business and is now a key business system that provides more than just reporting."

John concludes: "QlikView has paid back our investment many times over, not only by reducing our costs but by providing valuable insights to improve our decision-making."

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John Delaney, Group Finance Director for Tayto

### About Informance

Informance is a Qlik Elite Solution Provider who focusses solely on providing Qlik technology to make manufacturing organisations smarter and more agile. We have an in-depth understanding of all manufacturing industries and a proven track record in delivering successful Qlik implementations. We provide instant, on-demand visualisations and business discovery solutions that integrate with any system to deliver powerful data-reporting and visual analytics that take control of your entire manufacturing operations and reduce costs, identify risks, increase efficiency, maximise quality and improve profitability.

To find out how we can help your manufacturing business, contact: [Dominic.embley@informance.co.uk](mailto:Dominic.embley@informance.co.uk)



### Informance

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