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*Narrator:* Welcome to an IBM and Inca Software mid-sized business analytics success story video. Today we'll learn how Kettle Foods, one of the international leaders in the premium potato chip industry and other snack foods, recently implemented IBM Cognos Express and reduced reporting time from eight plus weeks to less than three. Not to mention decreasing time spent making modifications from at least two days to mere minutes.

IBM and Inca Software, a Logicalis company and IBM premier business partner, speak to Sean Richardson, IT manager with Kettle Foods. Recently Kettle Foods decided to upgrade their IT systems by implementing IBM Cognos Express and utilizing Inca Software's consulting services. Let's hear why.

*Sean Richardson:* One of the first models we built was our budgeting model. That was previously probably something like 70 or 80 spreadsheets, which were emailed out to sales team members across the country. They would then fill in the spreadsheet sheet, email it back to finance, finance would then assemble each of the individual spreadsheets into a central model.

But often, the problem with that was if the sales team got a spreadsheet that wasn't quite what they wanted, they'd modify the spreadsheet, insert a few rows and columns, and add data in. Then when it got back to the finance team, their macros for consolidating the spreadsheets just didn't work.

*Narrator:* Kettle Food's board members also found the antiquated reporting system unreliable, time consuming, and frustrating.

*Sean Richardson:* What triggered Cognos Express coming into the business was an executive observation that they were spending probably 60-70 percent of their time in board meetings trying to determine whether or not they could trust the data that had been presented to them. So they would be questioning, "Where is this piece of data coming from? Where is that piece of data coming from?" You had maybe three different sources, all with slightly different numbers, and they weren't quite sure which numbers to believe. So they were spending a lot of time ascertaining if the source of the data was trustworthy.

*Narrator:* To meet these challenges, Kettle Foods went to Inca Software, a Logicalis company. They wanted to ensure that they would be getting top rated resources and expertise in this implementation, as well as utilize a business that would help them develop reporting models that would suit their specific needs.

*Sean Richardson:* We find Inca Software to be a really good partner. They've always delivered on time all that we've asked from them. One of the key things that helped us choose them was that they were prepared to mentor us. Rather than putting us through standard training programs, we had a consultant come on site for a week to take us through how to build models within Cognos Express. They've always been there when we needed them in terms of technical support. The consultant we had in gave us his mobile number and said, "Any time you need to contact me, call me."

*Narrator:* Kettle Foods purchased IBM Cognos Express Software. Let's hear why.

*Sean Richardson:* It allowed us to send out a common model via a web browser to all the sales team. They could then fill that in. Immediately the finance team had a consolidated result as soon as the last sales team person put their numbers in, which massively sped up the process of budgeting for us. From taking it from eight weeks down to three weeks. That was three weeks only because that was the time they allowed the sales team. If we told the sales team to do it in seven days, it would have taken seven days.

*Narrator:* IBM Cognos Express has also transformed Kettle Foods business reporting by providing users, including sales, finance, and board members, immediate access to data that is always up to date.

*Sean Richardson:* It was that immediate response. Every time there was a change required, a turn-around would take a minimum of two days under the old method. Now with Cognos Express, it's a matter of phoning the sales team member up, saying, "Make this change to your budget," or, "You need to change the budget in this way. Can you resubmit it?" They would then do that and, straight away, you've got a change and an answer out on the other end, all consolidated. All rolled up.

So, that just transformed the way we were able to do our budgeting. So ongoing, the sales team now have a role in budget. So at any point in time during the year, the business can now – the finance team can now press a button and get the latest view of the work of the sales team, in terms of a forecast.

In some ways, it really is simple to install and configure. There's no application installation, so you can access it via web browser. Very good software. We've found it to be very reliable. Good

level of technical knowledge. What they don't know, they find out, and then get back to you quickly.

*Narrator:* That wraps up our video. Thank you to Sean Richardson, Kettle Foods, and Inca Software, a Logicalis company, and IBM premier business partner.

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