

COLOPLAST



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—MARINA GLODZEI, PROJECT MANAGER BI APPLICATIONS, COLOPLAST GMBH

“If you’ve never heard the name Coloplast then you can count yourself as fortunate – as you must be healthy,” explains Marina Glodzei, Project Manager BI Applications at Coloplast GmbH. The company’s aim is to enable people with a physical condition to lead a largely normal and uncomplicated day-to-day life. Users of Coloplast products include wheelchair users, paraplegics, and those affected by severe burns. The company distributes products to hospitals, residential homes for the elderly, home care providers, and doctors. Coloplast GmbH is the German subsidiary of Coloplast, the Danish parent company originally founded in 1957. The group’s 30 or so operations worldwide employ more than 6,000 people every day.

Improving the quality of life for people with physical disabilities—this is the mission that Coloplast has set itself with its range of products in the areas of ostomy, incontinence, and wound care. Fulfilling this goal requires an optimal understanding of customers’ needs. In order to ensure that such information is more easily accessible throughout its organisation, Coloplast has adopted a range of Cognos performance management solutions.

CHALLENGES FACED

In order to meet market requirements as fully as possible, Coloplast needed access to specific information, such as sales figures on a region-by-region basis. To make such figures accessible, Coloplast had been working with solutions and spreadsheets created in-house. Difficulty lay in the fact that information was not available centrally, but instead had to be gathered together from different systems in a time-consuming and inefficient way. Business processes were unnecessarily protracted and error-prone. A solution had to be found that could bring together information from across the company and allow it to be effectively used for product sales and marketing.

STRATEGY FOLLOWED

To remedy this situation, Coloplast decided to adopt Cognos performance management solutions. The project was implemented with assistance from Novem, a Hamburg-based partner of Cognos. Marina Glodzei explained the company’s decision in the following terms: “Cognos is a supplier that is

Industry:

- Healthcare

Geography:

- Global

Information Needs:

- Better insight into sales
- Data unity from disparate sources
- Enterprise-wide performance management capabilities

Platforms:

- Windows

Solution:

- Cognos ReportNet
- Cognos Planning
- Cognos PowerPlay
- Cognos DecisionStream

Benefits:

- Rapid deployment and rapid access to information
- Better data analysis for sales
- Standardised reporting
- Single version of the truth enterprise-wide

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continually developing its products further—to the highest standards. What ultimately convinced us, though, was the fact that Cognos provides solutions that cover the entire business.”

Today Coloplast is a user of virtually the entire range of Cognos solutions for reporting, data integration, planning, monitoring, and analysis. “We started off with Cognos data management, which we used to set up interfaces with our existing systems, and we then introduced the Cognos analysis solution,” says Glodzei. By then Coloplast had also been working with the Cognos partner company Novem to develop a large-scale data warehouse as a basis for reporting. Overnight, the data warehouse is fed with data from all of the main systems—including order logging, accounting, customer relationship management and payroll. This formed the foundation for Coloplast’s implementation of the Cognos reporting and analysis solutions as well as Cognos Planning.

BENEFITS REALIZED

The aim was to set up a BI platform that could be used by every department. Cognos PowerPlay is now used for analysing data in, for example, the Management Accounting and Sales departments. With the help of the data cubes users can view data and see how different sets of information are related to one another from a variety of perspectives. As an example, discounts authorised in practice can be compared to the agreed levels of discount, production costs can be set against sales figures, and the particular characteristics of different customer groups, sales channels, and territories can be investigated.

Management accountants can also analyse how different types of costs have risen or fallen in comparison with budgets and with the previous year’s figures. The Customer Care department draws particular benefit from the standardised reports generated by using the Cognos reporting solution. Thanks to the solution, users can create summaries, analyses, and ad-hoc enquiries that meet their specific requirements. The Cognos Planning module is used for management planning purposes. Thanks to this solution, company executives can plan out sales, costs,

and deployment of staff, modify these on an ongoing basis, and use these plans to identify strategic, tactical, and operational measures.

“Almost every employee of the business is a Cognos user,” states Marina Glodzei. “With Cognos, we have a very broad platform for use by every employee. In addition, thanks to the combination of several integrated Cognos products, we have the opportunity to tackle different requirements from individual departments. This allows us to offer an enterprise-wide solution that also meets the specific needs of various user groups.”

The Coloplast employees can, to an extremely high degree, work independently with the solutions adopted, notably with the analysis solution of Cognos. “The major benefit of Cognos is the fact that the software can be rapidly deployed—that’s something I’m convinced of as a Cognos user for nine years now,” adds Glodzei. “For instance, it took us less than three weeks to link the data management in to our systems. And with the Cognos reporting solutions we were able to create a package of standard reports after only a short period.

“Implementing Cognos solutions was the right decision to make,” Glodzei believes. “Our employees can access the information they need very rapidly. Thanks to the thorough coverage of every department we can react more quickly to market requirements. And ultimately, we are benefiting increased market penetration and an optimum understanding of our markets.”

Cognos performance management solutions enable Coloplast to ensure that important information is rapidly and easily accessible to every user. Since the organisation is deploying solutions that are configured to work with one another, all employees receive exactly the information they need for their own areas of work. Coloplast benefits from improved business processes and an ability to react to market requirements more quickly. After its positive experiences with Cognos products, Coloplast is now considering the introduction of Cognos 8 Business Intelligence as the next step. “I’m really impressed by the idea of integrating all BI functions in one platform on the basis of a service-oriented architecture,” explains Glodzei.

ABOUT COGNOS:

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions - How are we doing? Why are we on or off track? What should we do about it? - and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>.



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