



Crown Succeeds in New Business Discovery Quest with Qlik

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Chris Davis-Pipe, Vice President, IT, Crown Worldwide Group

Established in 1965, the Crown Worldwide Group is a privately-held company with its global headquarters in Hong Kong. The company, with annual revenue of US\$650 million serves customers from over 250 locations in 55 countries, providing governments, corporations, diplomats, and private customers with a range of high quality services. These include global



mobility, transportation of household goods and fine arts, and departure and destination services. Crown employs 4,000 people and also specialises in business information storage, high value warehousing, freight forwarding, and third-party logistics.

Crown prides itself on its commitment to service quality excellence. To monitor performance it developed the QUEST Quality Management Program and implemented it at every branch worldwide

by deploying the most effective technology to drive quality up and keep costs down. Chris Davis-Pipe, vice president, IT, Crown Worldwide Group, said, “By doing this, Crown continues to deliver innovative services that support client needs. Delighting each and every client is a cornerstone of the Crown philosophy of excellence.”

Quest for an ‘attractive’ global business intelligence (BI) solution

Until recently Crown used a mix of BusinessObjects and home-grown software for business intelligence analysis and reporting, but had a need to supplement BusinessObjects with a dashboard solution to make BI more easily accessible to branch managers throughout the company. The solution needed to enable managers to easily explore information that is relevant to them visually.

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Solution Overview

Crown Worldwide Group

The Crown Worldwide Group is a privately-held company with its global headquarters in Hong Kong. It employs 4,000 people and serves customers from more than 250 locations in 55 countries, providing governments, corporations, diplomats, and private customers with a range of logistical services. They range from transportation of household goods and fine arts to business information storage, high value warehousing, and freight forwarding.

Sector

Consumer Products, Retail, and Distribution

Industry

Transportation & Logistics

Area of Implementation

Finance, Sales, Operations, Service & Support, Quality Assurance

Geography

Hong Kong with global rollout worldwide

Challenges

- Faster reporting of KPIs for quality assurance
- New reports for senior management, sales executives, and branch managers
- Complex P&L analysis requirements against service delivery system
- Integrate with existing data warehouse software

Solution

QlikTech partner Velocity Business Solutions deployed Qlik Small Business Edition as a proof of concept. It then upgraded the solution to the Qlik Enterprise Edition and added other members of the Qlik product family: Test Server, Publisher, and PDF report distribution.

Benefits

- Reduced lead time for reports
- Qlik analyses support better decision making
- Fewer requests for ad hoc reports from IT technicians
- Reports in minutes instead of taking up to three weeks

Data Sources

Databases: Excel, Microsoft SQL Server

Applications: BusinessObjects

QlikTech Partner

Velocity Business Solutions

www.vbs.com.hk





QlikTech Partner -Velocity Business Solutions- offers an end-to-end solution

The turning point came through the expertise and specialist knowledge of the BI solution marketplace brought to Crown by QlikTech's Hong Kong partner, Velocity Business Solutions. The company organised a 'Seeing is Believing' demonstration of Qlik in which the firm used Crown data to show how Qlik could meet the company's BI goals and reduce data inconsistencies. This was followed by a two-week proof of concept period.

Ian Whitehouse, Director, Velocity Business Solutions, says: "Traditional BI left Crown users dissatisfied with the level of available information detail based upon their fixed, rigid paths of navigation. Qlik provided a wide array of functions to analyse complex company data the way the users wanted to see it. The product demonstrated the ability for Crown to perform data analysis at the most granular level, providing unparalleled insight into the actual events and dependencies impacting its business performance."

Crown pulls data from its 55 countries into a central data warehouse utilising SQL Server software. In the past, Crown produced BI data for its QUEST quality assurance program through its Shared Services Center in Malaysia. Although the process was cost effective, it was also very time consuming. Whitehouse added: "The initial priority for us as a Qlik partner was to support the Crown's QUEST program by giving branch managers Qlik dashboards to view their key performance indicators in near real time."

Crown has also extended the use of Qlik to its finance department for analysis of its P&L account. Davis-Pipe

says: "With Qlik, we will analyse our P&L data against our service delivery systems to extract new knowledge with the goal of improving the way we run our business."

Positive feedback from Qlik users

Although Velocity Business Solutions is still playing a support role, Crown has hired its own Qlik developers and is carrying out more development work. Reaction from Crown users has been positive and deployments are gathering pace.

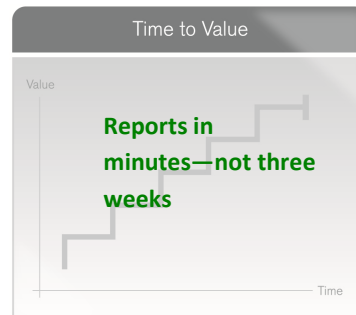
Having started with Qlik Small Business Edition, the solution was upgraded to the Qlik Enterprise Edition. Additional products were added including: Test Server, Publisher, and PDF report distribution. Qlik is now being used by 300 to 500 employees and there are far fewer IT requests by Crown staff for ad hoc reports.

Improved services and greater efficiencies —the big return on investment

Crown considers it too early to deliver specific figures on its return on investment from deploying Qlik. Davis-Pipe is confident, nevertheless, that productivity gains will follow because of the time saved in reporting and improved business agility.

"Analysis that could take up to three weeks and then be out of date is now available in minutes," Davis-Pipe explained. "Another clear benefit is that the insight we acquire through Qlik helps branch managers to make better business decisions. Improving our services and creating greater efficiencies is among the most important business values of Qlik."

For inquiry, please contact us at enquiry@vebuso.com
To gain more insight on Qlik, please visit our company website on www.vebuso.com



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