QlikView

Fila Europe tracks global sales with QlikView

> *"Our needs, with regards to deadlines and economics, were largely met; we were able to create a solution in a short period of time and at a reasonable cost"*
>
> *Paolo Tha, Senior Director of EMEA IT, Fila Europe*

Founded in Italy in 1911 as a fabric manufacturer, Fila quickly evolved and began manufacturing underwear and then athletic clothing. Soon, it positioned itself in the high-end market to become a very successful brand. Today, Fila Europe is a multinational company and the creator of Italian quality design products.

The needs

Fila Europe's production is entrusted to outside suppliers, each with its own systems, in a variety of countries. Its

l'arte nello sport.

worldwide sales group had difficulties pulling information from these various systems, as well as transmitting and exchanging information among the various sites.

The company needed to improve data quality, ensuring that data be accessed and analyzed, regardless where it resided. Fila Europe needed a flexible application that was simple to access and use for a wide range of people. And

ultimately, the solution had to provide people with insight into corporate functions to better monitor their activities and optimize decisions throughout the company.

The choice of QlikView

To meet these requirements, and based on consulting received from Euroged (an IT service and development company that develops and researches solutions to allow companies easy access to their knowledge assets), Fila Europe performed an in depth review of solution options. Fila chose QlikView, the innovative business intelligence suite developed by QlikTech, a multinational company operating through its competence center, QlikView Italy.

One of the reasons for Fila Europe's choice of QlikView was its "associative" design: Association more closely mirrors the way the human mind works, as people think in a non-linear path driven by building associations.

Fila Europe also wanted a solution that was able to be used by a very wide range of users. QlikView's graphical interface allowed even less experienced users to surf the data using interactive query techniques, thus fully meeting this requirement. Interactive analysis allows the user to perform queries simply by using the mouse and visual "drag and drill" techniques, while free surfing without dimensional or hierarchical restrictions. Presentation objects and calculation algorithms can be defined or interactively modified, and they are

Solution Overview

Fila Europe
Multinational company specializing in athletic clothing

Industry
Consumer Products

Function
Sales, Service & Support, Operations, Finance

Geography
Italy

Challenges
- Improve and ensure data quality over diverse databases and systems
- Provide usable knowledge about the corporate process to system users
- Provide users with a flexible, easy-to-use system

Solution
Fila Europe deployed QlikView to 250 users in a very short period of time. With QlikView, Fila Europe now analyzes production planning, order management, pricing, invoicing and customer support data. With QlikView Server, Fila Europe can easily manage the integration of data across systems. Through QlikView, Fila Europe now has one common dashboard to ensure consistent communication within the company and across its suppliers.

Benefits
- Gained the ability to create in-depth reports and multidimensional data queries
- Improved production management, system control, customer service and invoicing
- Obtained a user-friendly interface, so less-experienced users are still successful
- Aided in the formalization, consolidation and also dissemination of corporate communication

QlikTech Partner
QlikView Italy, Euroged

FILA

recalculated "on the fly" while surfing by the very powerful interactive calculation engine.

A solution supporting the information processes

The system implemented by Fila Europe provides production planning and control, order management and related pricing and invoicing, customer service support, and a variety of analyses of the organization's extensive integrated data. It is a prime example of the difference from using business intelligence as a mere analysis "tool" to a solution that supports the management of a company's key information processes.

"The technological innovation and data analysis speed guaranteed by QlikView completely satisfied our requirements," said Paolo Tha, Senior Director of EMEA IT for Fila Europe. "This new

solution has also provided benefits in terms of the formalization, consolidation and dissemination of a large part of the company's knowledge base, and

it has contributed to the improvement of the coordination and collaboration processes not just within the group, but also with our great many suppliers."

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