

AVA: **Analyse** every receipt **in detail** every day

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— Director Koen Van Weddingen



AVA is best known for its wide range of paper products, but it now also sells all kinds of accessories for special moments in its 50 branches: table decorations, suikerbonen (sugar-coated chocolate given on the occasion of a child’s birth), balloons, champagne glasses ... Everything to make your parties or events a success. AVA also supplies office equipment and supplies for the catering industry. Half of the production is for export.

Overwhelming data streams

For AVA it is important to constantly analyse sales data, but also logistic data and financial figures. “The data streams can be overwhelming,” admits director and IT director Koen Van Weddingen. “Literally every receipt contains a wealth of information.”

“During busy periods, we analyse our sales every day for every product and for every branch. This enables us to adjust and fine-tune deliveries on a daily basis. Of course, shops should never run out of stock, but they shouldn’t take too much stock in either.”

Formulas and macros in excel

In the past, all these analyses were carried out via Excel queries on the data extracted from the ERP solution by employees. As a result, the quality of the data sometimes left a lot to be desired, while the analyses often just provided a general overview. After all, not every employee has the knowledge to project figures in complex formulas and macros in Excel. For example, it was difficult to draw the right conclusions from the analyses and to draw concrete actions from them.

Faster, more detailed analysis

In the search for a suitable Business Intelligence tool, AVA eventually found QlikView. The interfaces with other systems, such as AS400 and the checkout and accounting packages, the tool enables faster, more detailed analyses. Both for sales and for the logistics and finance department.

Pragmatic dashboards for every team

In order to make a smooth transition to QlikView, AVA appointed one key user per department. "Those employees attended all the training courses, so that we no longer need the IT department to make analyses. They also developed the dashboards together with Credon," says Koen Van Weddingen. "It was important for us that they had a pragmatic set-up, allowing the teams to quickly get an idea about the results. That is a must, really, if you're analysing data on a daily basis."

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AVA

produces a wide range of paper products and all kinds of accessories for special moments. Because every landmark calls for a party! Ava has over 550 employees and 50 stores in Belgium & Luxembourg.

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