

CCI Distribution is one of Europe's leading technology distributors serving the UK IT industry.

“The challenge for CCI was to retrieve data in a timely, accurate and meaningful manner, and to do it all in a system that was easy to use. This is exactly what QlikView has enabled them to do.”

Peter Robinson
Differentia Account Manager

Established in 1997, the independent distributor of storage and multimedia products for businesses and consumers is the leading optical devices distributor in the UK.

Based in Harrogate, North Yorkshire, CCI connects the world's leading technology brands with UK resellers, offering more than 1,500 products and services to approximately 3,500 resellers.

This includes global manufacturers such as LG, Hitachi and HP, while its customer portfolio includes leading retailers such as Amazon, Ebuyer, Dixons, PC World, and Argos, as well as key B2B integrators and resellers including Dabs, Insight, Misco and DSGi Business.

The company uses QlikTech's flagship Business Intelligence solution QlikView to produce two Management Information dashboards and Sales and Invoicing templates.

Before QlikView the challenge for CCI was a familiar one: all their data was buried deep inside SAP and they needed a clear way of interpreting it. They had vast swathes of information detailing everything including which products were selling, which were in transit, and which were out of stock at the vendors. But they had now way of combining all the data to find out for example if stock levels were affecting demand, or if delivery times were having an impact on sales.

QlikView changed all that, and now the results are available at the click of a button.

Differentia, who are a QlikTech Elite Partner, started work with CCI in November 2009 to get QlikView in place, and Differentia account manager Peter Robinson said they were up and running in a matter of weeks.

He said: "The challenge for CCI was to retrieve data in a timely, accurate

Solution Overview

Organisation
CCI Distribution

Industry
IT

Function
Technology distributor serving the UK IT industry, offering more than 1,500 products and services to 3,500 resellers.

Geography
The head office is based in Harrogate, North Yorkshire, with the service department in Knaresborough, North Yorkshire.

Challenges
CCI needed instant access to product and delivery data to maintain optimum stock levels and ensure their resellers got exactly what they wanted, when they wanted it.

Solution
In November 2009, IT Management Consultancy Differentia implemented QlikView for two Management Information dashboards and Sales and Invoicing templates.

Key Benefits

- constantly updated stock data allowing accurate inventory management
- same data available to all departments (no 'Excel anarchy')
- informs marketing department where their focus is needed most
- flexible, easy to use
- quick to implement
- 64bit rapid dashboard speed

QlikTech Partner
Differentia Consulting

and meaningful manner, and to do it all in a system that was easy to use. This is exactly what QlikView can do."

QlikView can do this because the software creates a visual dashboard based on all the information a customer needs. The dashboard can be viewed in any browser, allowing the user to interpret any combination of the data as charts and graphs at the touch of a button.

CCI's overarching aim is to get the right products to the right resellers, as soon as they need them, and CCI have found this hugely improved by QlikView.

"QlikView means staff can see accurate sales data, stock data and purchase information, which wasn't the case before. It means they can see exactly how long their stock will last, exactly when to buy more, and what is selling where.

"CCI work in a very fast-moving market, so what was selling well last week might not be this week, but this way they can track the top products in real time," Peter added.

And he says there are advantages too when it comes to products that aren't moving so well. Because of the dashboard, they can see which items are not selling as well, and then act fast to do something about it.

That's where marketing can benefit from QlikView. Using the dashboard, the user can instantly track the sales patterns of goods by pulling up specific sets of information and seeing which products need extra attention. Instead of CCI having to wait for feedback from vendors or working on data that is days or weeks old, QlikView gives an immediate visual interpretation of exactly what's happening across the whole market.

With this detailed information, the marketing department knows which products need a push, and can build marketing campaigns based around getting information on price discounts out

to sellers, ultimately giving customers an irresistible deal.

It is that kind of flexibility that gives CCI's customers confidence in their supplier. And because CCI has up-to-the-minute information on exactly where their inventory is, they can deliver to resellers much quicker. The last thing a client wants is to be told there's plenty of stock ready to be sent their way, only to find out later that the estimates were miscalculated because of out-of-date information.

One of the key advantages of QlikView is the concept of 'single version of the truth', where everybody is working from the same data, no matter which part of the business they are focusing on.

Peter added: "This is really important, otherwise you have that Excel anarchy, where everyone has slightly different spreadsheets. Everyone knows the problems that can cause, but with QlikView you get what we all call 'one version of the truth', and that is vital."

Unlike its competitors, QlikView doesn't rely on data cubes, and instead performs in-memory calculations, which Peter says makes data presentation much faster.

“QlikView has revolutionised the way in which our managers control sale and purchase information streams from our ERP system.”

Paul Roughley
Managing Director of CCI Distribution

"When you click, the information is there straight away. It's not 'click, go away and make a coffee, come back later when it's done'."

Paul Roughley, Managing Director of CCI Distribution added: "QlikView has revolutionised the way in which our managers control sale and purchase information streams from our ERP system.

"While QlikView is still in its infancy within CCI, it has already transformed the way in which our people interact with and interpret their data and presents every user with one clear view of the state of our operations with just a few Qlik clicks of the mouse. This really is a flexible analysis tool."

Paul is keen to explore the wider application of QlikView throughout his whole business and Differentia is investigating the possibilities of applying it to CCI's budgeting and forecasting.