

DATA ANALYTICS



Qlik creates transparency into logistics processes at regional EDEKA companies



“With Qlik, we can access the latest daily key figures for all logistics processes at the touch of a button. It’s so easy that no intensive training was required.”

Ralf Kuhnert, Department Manager Central IT Service, EDEKA Minden-Hanover IT-Service GmbH

Creating transparency across the supply chain

German supermarket chain EDEKA does its utmost to ensure that its products are as fresh as possible when they arrive at the markets of the seven regional group companies. This is achieved through sophisticated merchandise management and perfectly aligned logistics, processes that rely on data or – to be more precise – the crucial knowledge hidden within this data. To make even better use of this knowledge in the monitoring and optimization of logistics processes, the three regional businesses for Minden-Hanover, Southwest and North decided to implement business intelligence software.

The three regional companies supply around 3,200 supermarkets with delicatessen products, frozen food, dry foods, non-food items, fruit, vegetables and flowers via various logistics centers. Different IT systems are used at the three companies to control the logistics process chain from warehouse to supermarket. This includes SAP as a materials management system, the WAMAS warehouse management system and various time recording systems such as ATOSS. Other examples include solutions for yard management based on Mercareon for channeling incoming goods, as well as standardized and in-house route planning software, such as Trampas and Wanko.

To create more transparency along the logistics process chain, EDEKA needed the ability to pool data from the various systems to one central point, where it could be integrated and subjected to analysis at different levels of detail.

Solution Overview

Customer Name

EDEKA Minden-Hanover, North and Southwest

Industry

Retail and Services

Geography

Germany, EMEA

Function

Operations, Supply Chain Management

Challenges

- Replace Excel-based analysis methods
- Manage multiple internal and external data sources
- Enable rapid data provisioning, partly in near real time
- Create graphical visualization of data

Solution

Implemented Qlik Sense® and Qlik NPrinting applications for several hundred employees.

Results

- Automates data provisioning
- Allows for flexible analysis
- Creates a common understanding of data
- Allows staff to self-serve for data

Qlik and Bison impress

EDEKA wanted to find BI software that could link data from different systems and analyze it based on different queries from warehouse locations or the regional companies. The solution also needed to be easy to use as part of a self-service process.

Qlik impressed with its high-performance in-memory technology, graphical visualization functions and high level of user friendliness.

The right implementation partner for the project was found in the form of Bison Deutschland GmbH, which specializes in business solutions for the wholesale, retail and trading sectors. "In addition to its industry experience in logistics, Bison is also well versed in technologies such as Qlik and WAMAS. We were therefore certain that we had a partner with the expertise needed to provide targeted support," says Ralf Kuhnert, Department Manager Central IT Service at EDEKA Minden-Hanover IT-Service GmbH.

After an initial three-day proof of concept phase, the trade and logistics specialists at Bison were able to present the first key figures and reports in both tabular and graphical form. The decision to engage in a joint project was a done deal.

Other key reports were implemented within just a few weeks and staff at EDEKA were provided with training on how to create reports. Following this, further development was driven by the regional companies themselves and further meetings with Bison were only needed when issues arose.

Qlik Sense was installed in parallel and the first reports were migrated. Once again, support was required from Bison only in individual cases.

More transparency for greater efficiency

Whether for goods receipt, stock put-away, picking, goods issues or transportation, Qlik now provides hundreds of users at the three EDEKA companies with fully transparent insight into the entire supply chain based on the latest data. "To enable a practically just-in-time analysis of goods receipts, we update the data in Qlik on a 15-minute cycle. For transportation-related evaluations, we update the data every 30 minutes," says Ralf Kuhnert.

Qlik is used to generate key figures such as the turnover rate for a product, transportation times within the warehouse and the number of completed inbound deliveries. Typical questions that Qlik now enables the regional companies to answer at the click of a button include, "How many goods receipts are expected today?", "How many units still need to be picked today?" and "How does the order volume line up with stock?".

The ability to examine the data from different perspectives – such as individual warehouse locations, customers or orders – allows detailed analysis of outliers or anomalies and the initiation of quick, targeted counter measures.

Order items and the entire logistics process for a location can also be subjected to flexible analysis and compared on a like-for-like basis against previous periods.

The regional company Minden-Hanover, for example, has eight warehouse locations. With Qlik, these warehouses are able to run site-specific analysis, whereas the central office in Minden can run evaluations at a whole company level or compare the individual sites with each other.

Since Qlik supports the import and interlinking of data from almost any IT system, the regional companies benefit from a range of additional analysis possibilities. For instance, data from warehouse management systems can be enriched with data from time recording, which enables the generation of performance key figures or the calculation of supplementary premiums.

Evaluating ERP data provides easy answers to questions such as the volume of sales achieved with a particular customer over a specific period, broken down by product group structure and warehouse location. By feeding in cost data, it is possible to calculate the gross profit or contribution margin per customer. And aggregating the data from the warehouse locations within one management application enables benchmark-based evaluation of process quality throughout the entire logistics chain or at individual locations.

The customer service team also benefits from Qlik. With just a few clicks, it can provide customers with accurate information about the percentage completion of a specific route and whether all items are available for delivery – information that is particularly important when a promotional campaign is planned and stores need to ensure the advertised products are actually available. Previously, customer service employees had to ring the warehouse, where a worker would look up the route, make a note of its status and provide this information back to customer service. Only then would the customer receive a call back with the requested information.

Report distribution via NPrinting

At the regional companies, in addition to the requirement for ad hoc and self-service analysis, there was also a need to distribute pre-defined reports containing logistics information to different report recipients, which is where Qlik NPrinting comes into play. This is used to process and personalize existing reports by adding company logos and colors, which are then sent to a specific user group at a defined frequency in standard formats such as PDF, Excel, Word, PowerPoint and HTML.

High user friendliness

End users are also enthusiastic about the ease with which data can be analyzed using Qlik and the ability to use the insights gained to bring about improvements in day-to-day business. “The high user friendliness of Qlik meant there was no need for intensive training courses – a brief introduction was sufficient. Owing to the large number of users at distributed locations, this represents an advantage for us in terms of cost-effectiveness,” sums up Ralf Kuhnert.

**The
keys to
success**



Automated
data provisioning



Transparency
of logistics processes

“Getting the right goods to the right place at the right time every day, Qlik supports our team with decision-related data analysis for process optimization along the entire process chain for warehouse logistics.”

Ralf Kuhnert, Department Manager Central IT Service, EDEKA Minden-Hanover IT-Service GmbH



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

qlik.com



About Bison

Bison Germany is a 100% subsidiary of the Swiss Bison Group that develops materials management and logistics solutions for the retail sector at its offices in Kaiserslautern. The company also offers scanner hardware and electronic shelf labels as add-ons. For 14 years, BI solutions have rounded off the product portfolio. With over 100 Qlik customers, the Qlik Select partner has a broad, cross-industry customer base for Qlik solutions. In 2020, the largest Qlik project in the company's history – involving 110 professionals and 2,150 analyzers – was completed for parent company fenaco.

bison-group.com