

Crimson provide BI consultancy skills for Sales Forecasting Report Authoring for Campina UK.

Customer Profile

Campina is a significant name in UK dairy retailing with a portfolio of leading dairy drinks, including Yazoo flavoured milk, desserts, yoghurts and UK private label dairy products, sold under the retailer's brand name.

Campina UK specialises in the marketing, sales and distribution of its product range to all the major multiples and independent retailers, cash & carry outlets, wholesalers and a wide range of business-to-business customers

The Challenge

Campina's Senior Management Team recognised the importance of Business Intelligence (BI). However the difficulty of attracting and retaining appropriately skilled resource undermined the ability to deliver rich, consistent and up to date information across the business.

Why Crimson?

Crimson were selected due to our pragmatic approach to and expertise in BI, with particular skills in (Business Objects / Crystal Reports) report design and authoring.

Our skill in requirement gathering, knowledge of the retail vertical marketplace and experience of report authoring meant we were a perfect match for Campina's requirements.

Crimson's dynamic and proactive approach enabled us to not only work through the Sales Forecasting report authoring but also to facilitate knowledge transfer to internal Campina staff enabling them to take on the ongoing responsibility for this functionality within the business

Crimson worked with Campina in the role of Business Objects Consultants for 3 months using Business Objects release XI and writing reports in Desktop Intelligence and Web Intelligence. This involved updating and liaising with the business users to obtain information to assist in creating reports for such areas as sales forecasting and stock control.

Key Client Benefits

- Increased visibility of supply chain information across the organisation
- More accurate sales forecasting and tighter stock control
- Increased connectivity across applications, starting with a common view of the data

For more details contact the Crimson team on [01675 466 477](tel:01675466477) or sales@crimson.co.uk