

## Customer testimonials

“Tahola has an excellent understanding of the retail market and companies requirements for business information. This has helped us understand what we need and ensured that we have the right system that is tailored to us. I was sceptical at first but now realise the benefits of the system so much that I don't know how we coped before it was implemented. Our investment was recovered in 6 months and we get daily information that can be trusted. Dealing with Tahola is a 'real positive' as they respond quickly and are very good technically.”

**Director, UK retailer**

“We have an excellent working relationship with Tahola; they are responsive, helpful and friendly. Our experience is that Tahola usually responds to our requests within hours, where other software support companies can take weeks. From our Data Warehouse, we can analyse our sales for the previous days trading across our entire retail estate and this information helps us to make strategic management decisions quickly, ultimately helping us to create more profit.”

**Adrian Corbett, IT Manager, Northcliffe Retail  
(recently acquired by Rippleglen Ltd)**

“Implementing new business information systems has been a radical change for the company and these new systems are now invaluable to us. Throughout the project we have built a good working relationship with Tahola and we like having the same individuals stay throughout the course of the project. They offer a good service and are not afraid to work hard for the client.”

**David Radburn, Head of Business Systems, Caffè Nero Ltd**

“Tahola has provided us with an excellent business tool that makes budgeting and forecasting easier. We can even create 'what if' scenarios, which has proved to be very useful and we find the data easy to access and update. If we have any queries the Tahola team are quick to respond and they provide any information we need.”

**David Parsey, Financial Controller, Music Zone**

“There's no doubt that the Tahola system has delivered on what it promised. We have been able to exploit the differences between individual stores because we have better information faster. It has become an essential tool for running the business and it's been an extremely good investment for us.”

**Ken Reeve, Buying Director, Cotswold Outdoor**

“On the back of the system installed by Tahola we have secured new customers and created additional revenue streams. It gives us the ability to focus management time on the right areas and manage on a timely basis to make the right decisions. We value our relationship with Tahola, they are focused on business improvement and provide practical implementation in a helpful manner.”

**Alan Hill, ex-Finance Director, Newsquest (Herald & Times)**

“What is the first system I would put into a Company, especially in a recession – Cognos Planning. To whom did we turn to get things moving – Tahola. Their knowledge of the Retail and Hospitality sector was essential and we set them a challenging task. To build a rolling 3 year budget & forecasting model, integrated to our General Ledgers to control and produce budgets, forecast P&L's, Cash Flow Forecasts, Cash Flow Analysis, Funds Flow Statements and rolling Balance Sheets at House, Company, Sub Consolidation and Group Total levels. So what have we achieved? Automatic monthly re-forecasting based on actual movements; profit, cash and ROCE forecasting at House level. Tahola are now helping us to integrate Cognos Planning into our data warehouse where we can manipulate the model by any location attribute – a truly powerful management and financial tool that has given our Financiers the confidence to lend.”

**Paul Bignell, Information Systems Manager, TCG Management Services Ltd**

“Holiday Taxis are a fast growing company, relying on a busy IT department to produce reports for the business. We were looking for an effective solution to address our reporting needs that could be used by the business and take the strain off IT. The recommended solution of Cognos 8 BI from Tahola provided this. From the initial meeting with Tahola it was clear that they understood our business model and could provide what we needed. Tahola implemented the system on time and on budget and whenever we've had any issues their support has been first class. The finished solution had an immediate impact on the IT Department and the rest of the business. It's early days yet, but we will monitor our ROI and expect to see a full return within 3 months.”

**Steve Dean, IT Director, Holiday Taxis Ltd**

“Cognos is a wonderfully simple, yet very powerful tool that Herald and Times Group have adopted for management information and reporting all of its financial information. Tahola provide a first class support and development service that is tailored to meet our needs. Their team are quick and knowledgeable in identifying and resolving any issues we have. The training provided has always been first class and our staff are confident and skilled as a result.”

**Andrea Mills, Regional Finance Director, Newsquest (Herald & Times)**

“Tahola have always been good at understanding our business and our industry which has meant any service they provide has always been well tailored to our requirements. During the Cognos 8 project Virgin Money required an unusual licensing structure which Tahola were able to negotiate on our behalf with Cognos. I believe it is their understanding of what we needed and why that made this possible.

From my point of view on the Cognos 8 installation, Tahola were very professional and offered a great support service. We had some issues during the project but found Tahola to be knowledgeable and always quick to educate us when required.

Cognos 8 has proved to be invaluable to the business. The large overhead we had in producing reporting and manually distributing the output through spreadsheets has all but disappeared with users now able to obtain reports through their own purpose built portal. This has meant that analysts are now much more focussed on value adding tasks.

We have used Tahola many times in the past and I would not hesitate to use them again.”

**Rob Mills, Data Architect, Virgin Money**

“The QlikView solution from Tahola allows us to analyse our member’s behaviour like never before, and all at lightning speed. This has revolutionised our marketing outlook, and has already had significant return on investment by reactivating members who had not visited for a couple of years as a direct result of specially tailoring offers.”

**Ross White, Vice President – Finance, TopGolf International**

“Simon and his team helped move digital mountains to allow Blue Barracuda to quickly integrate QlikView into our systems. Within a 3 week timespan we collated millions of customer information records from the last 5 years - across 4 databases and over 30 or so flat files, and integrated them into a comprehensive set of reports allowing up to the minute business analysis to tailor all future marketing activity. We couldn’t have done it without their guidance.”

**Tom Bentley, Technical Director, Blue Barracuda**

“Johnsons Cars one of the UK’s largest privately owned motor traders operating from 20 locations in the UK found that Business Information demands were increasing. A search was begun to find a BI solution that covered the financial and non-financial requirements of the group and gave us new ways to view and interpret information. Due to a number of critical databases being autonomous we needed a platform that could blend the information, make relationships between data quickly and easily. We selected QlikView as it offered a platform that could meet all our business demands and critically it was significantly easier to understand, use and maintain. We chose Tahola as they first of all approached us, had some experience of our industry and showed us the alternatives.”

**Richard Martin, Group Finance Director, Johnsons Cars**

“Tahola has again revolutionised our BI with fast inexpensive Qlikview implementation that is providing an almost immediate return on capital. Qlikview has helped us work smarter and faster by unlocking our data so we can use it to its full potential for the first time.”

**Francis Falvey, Business Support Manager, Liberation Group**