

WATLING JCB



WATLING JCB INCREASES REVENUE AND STREAMLINES OPERATIONS WITH BUSINESS INTELLIGENCE

HOW COGNOS AND TAHOLA DELIVER IMPROVED PERFORMANCE AND ROI TO CONSTRUCTION GIANT WITHIN JUST ONE HOUR

INTRODUCTION

With the complete JCB machine and parts range being sold every year to in excess of 2,000 customers across five depots, Watling JCB was gathering mountains of performance and sales information. However, with a limited analysis capability it was time consuming for executives to confirm the story behind the numbers.

The management team and business development teams wanted easy access to reports on business activity across all areas on a day-to-day basis. This was key to addressing any potential issues and responding to customers swiftly.

THE ORGANISATION

Watling JCB Limited is one of the largest JCB sole franchises in the world. It specialises in selling new and used JCB machinery to the construction, agriculture and industrial industries and aims to provide those machines with the finest level of product support available.

The company has earned a reputation in the marketplace for being a dynamic, professional and reliable organisation. It runs from five fully-equipped offices, stores and workshop facilities, with the head office in Leicester and other depots at Peterborough, Kidlington, Wymondham & Leighton Buzzard.

THE CHALLENGE

“Our dealer management system holds a wealth of business information,” said Jason King, finance director of Watling JCB. “However, the system is limited in its reporting capability and it was taking us a considerable length of time to construct and run a simple report, such as profitability by product.”

“Furthermore, the system was not user-friendly and required technical training. There were very few users who could easily access information and deliver it to the business in a timely and cost effective manner.”

Watling JCB looked for a technology that could quickly provide the right information to the right people, in a format that was easy to understand.

THE SOLUTION

Tahola Ltd, a Cognos partner, carried out a thorough examination of the kind of information the business development executives and management team wanted to see. With Watling JCB’s need in mind, Tahola introduced DealerMart, a business intelligence software package made up of Cognos PowerPlay and Cognos Impromptu, specifically designed for the vehicle retail sector.

Cognos PowerPlay and Cognos Impromptu report across the existing database of customer and sales information. Every night, relevant data is extracted based on parameters agreed between Watling JCB users and Tahola. Each morning a package of relevant information is automatically made available to business decision-makers, on their desktops. This package includes figures such as sales by customer or sales by product.

“Watling JCB recognised the benefits that better management information would give them. Without needing to increase their headcount they now have a system capable of instantly reporting on many aspects of their business,” said Geoff McClure, managing director of Tahola.



THE NEXT LEVEL OF PERFORMANCE™

THE RESULTS

The return on investment was immediate. "The technology paid for itself within one hour of being implemented," said King.

"The BI tools allow us to drill down to relevant information about performance, by customer or by location within minutes. This impacts revenue in a number of ways. For example, when renegotiating customer contracts, it would have taken us days to sift through client history. Tahola and Cognos technology have ensured we have a single view of each customer, and can easily produce reports on activity history such as machine, parts and/or labour spend, in a matter of minutes."

"We now have instant access to information on performance across the business and all our depots. This data is available at whatever level of detail we choose, right down to each transaction. Our executives are able to analyse trends to help predict what products the customers will buy. This information allows us to streamline operations and ensure the right products are in the right place at the right time."

Business Intelligence tools are also being used for exception reporting. So now executives can immediately spot irregularities in the running of the business, such as if a customer is running over its credit limit, sales or margin anomalies etc. This allows them to identify a potential problem and resolve it before it becomes an issue.

"Implementing the solution from Cognos and Tahola has provided turn-key information for our company decision-makers," King concluded. "Managers now rely on real-time reporting, rather than ad hoc reports, which were sometimes out of date, for business performance information. As a result, our company is now able to adapt quickly to the changing needs of the business and our customers."

GOING FORWARD

Watling JCB is planning to roll-out Cognos to the finance department for the production of management accounts and for debtor management. It is anticipated this will lead to further time savings in report production and tighter controls on customer debt.

Further, Watling JCB continues to grow organically and recently set up Watling Compact, designed to sell more compact machines. Based on the success of working with

Cognos and Tahola, the company plans to roll out BI technology across this new operation, as well as future ventures. By the end of 2005 it is estimated that 15-20% of the businesses employees will be receiving business information from the system.

ABOUT WATLING JCB

Watling JCB Limited is one of the largest JCB franchises in the world. We specialise in selling new and used JCB machinery into the Construction, Agriculture and Industrial industries and then aim to provide those machines with the finest level of product support available in the world today.

The Company has grown a reputation in the market place for being a dynamic, professional and reliable organisation, which works together with you to make sure you get the very best out of your machine and its attachments. More information at www.watling.co.uk

ABOUT COGNOS

Cognos, the world leader in business intelligence and corporate performance management, delivers software and services that help companies drive, monitor and understand corporate performance.

Cognos delivers the next level of competitive advantage – Corporate Performance Management (CPM) – achieved through the strategic application of BI on an enterprise scale. Our integrated CPM solution helps customers drive performance through planning; monitor performance through scorecarding; and understand performance through business intelligence.

Cognos serves more than 23,000 customers in over 135 countries. Cognos enterprise business intelligence solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos website at www.cognos.com

ABOUT TAHOLA

Tahola specialise in Corporate Performance Management providing solutions to retailers, media and commercial vehicle dealers throughout the UK. Our experience in Business Intelligence, Finance and Planning means that we can deliver a complete solution and so ensure that you rapidly earn a return on your investment. For more information, visit the Tahola website at www.tahola.com



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