AEBI SCHMIDT

BISSANTZ

Clearing the way for strong sales controls

Highlights

Source system: SAP

Data warehouse: Microsoft SQL Server/ Analysis Services

Sales data analysis: 83,000 products, 80 countries, 21,000 customers, 300,000 invoices, etc.

Automatic report distribution

Annual planning, production planning, project planning

Monthly rolling forecast as the foundation for capacity planning its various plants

Aebi Schmidt relies on DeltaMaster to monitor sales controls. The company loads vast amounts of product, material, and customer data each day into Microsoft SQL Server. Users can then access it for analysis, planning, and reporting – all through the same DeltaMaster front end.

Aebi Schmidt is a leading manufacturer of vehicles and devices for clearing snow, fighting ice, cleaning and repairing streets, and providing other agricultural technologies for tough terrain. The international group, which is primarily known through its brands Aebi and Schmidt, generates approximately €300 million per year with 1,300 employees.

Professionalizing sales through Business Intelligence

In the past, the controllers at Aebi Schmidt used Excel to analyze sales data and plan for the following year based on quantities, revenues, and margin. The planning process, in particular, involved a great deal of manual work. By deploying Business Intelligence software, the controllers wanted to facilitate these tasks by dramatically reducing the time and work involved throughout the planning process – from local data input to the central administration. Management also had clear expectations for the new Business Intelligence tool and wanted to combine all relevant sales information in a single data warehouse so that users throughout the group could analyze customers, products, and markets.

After evaluating and testing solutions from various vendors, Aebi Schmidt chose DeltaMaster. „We can use DeltaMaster on Microsoft SQL Server or Oracle OLAP data cubes and create reports quickly thanks to its vast, pre-defined analytic capabilities," explained Thomas Schenkirsch, Group Controller at Aebi Schmidt.

Vast amounts of product, material, customers and sales organization data is extracted daily from operational SAP ERP modules and combined in Microsoft SQL Server. Analysis Services builds the cubes, which users can access through DeltaMaster as a common front end for reporting, analysis, and planning.

Annual sales planning with DeltaMaster

Planning plays a core role in the system. In fact, the company's sales planning process runs completely in DeltaMaster. A central process manages planning in the various companies within the Aebi and Schmidt group. While the managing directors use this data to draft budgets, production planning relies on the planned quantities that were entered in the national subsidiaries. Users can also create separate budgets for specific projects, for example, heavy-clearing equipment for individual customers. In addition to monthly rolling forecasts, which are also used as the foundation for capacity planning in different plants, DeltaMaster also supports workflow capabilities so that the financial controlling department can centrally monitor, approve, or lock the budget process.

Weitere Referenzen

DeltaMaster ist in ganz unterschiedlichen

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„Viele Analysemöglichkeiten sind bei DeltaMaster bereits vorgefertigt, somit ist eine schnelle Berichterstellung möglich."

Thomas Schenkirsch, Aebi Schmidt

Branchen im Einsatz, im Mittelstand ebenso wie in Großunternehmen. Im Bereich „Automotive" zählen zu den Kunden unter anderem: Hersteller wie Audi, BMW, Daimler, Porsche und Volkswagen; Zulieferer wie Bosch, Motor Service International, NORMA Group und Reiff; Händler wie AMAG.

DeltaMaster – Software for analysis, planning, and reporting

Efficient reports with graphic tables

Interactive analyses from a built-in analytic library

Automated variance analysis

Support for all popular databases

Report distribution through the Web, to tablets, or as a PDF

Patented, award-winning software (e.g. BARC Best Practice Award Business Intelligence 2013 and 2015 in Germany and 2014 in Austria)

One tool for everyone: from report consumers to power users!

Business Intelligence with DeltaMaster: Look, see, do

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