



# DeltaMaster at WENCO: On-the-road access to important sales data

## Highlights

Over 10,000 customer reports each month

Data mobility in field sales

DeltaMaster ReportServer

Multidimensional sales analysis

Microsoft SQL Server/Analysis Services

Systematic report design

WENCO uses DeltaMaster to analyze sales revenues. With just a click, DeltaMaster ReportServer generates and distributes approximately 10,500 reports each month. Customized reports strengthen the ties to customers while building their sales awareness.

As the largest non-food system supplier in Germany, WENCO provides everyday necessities to around 10,500 supermarkets and drug stores. The company values personal customer service. Its field sales organization comprises more than 50 percent of its workforce.

## Merging data post-merger

WENCO saw the need to deploy a Business Intelligence solution back in 2010. After several companies merged to form WENCO Germany, its customer base nearly doubled. Along with this fast growth also came an enormous flood of data that the existing systems could no longer handle.

"We were facing downright data chaos, which we could only counter with a new BI system," recalled Johanna Wagner, a BI specialist at WENCO. Creating transparency had top priority. The company also wanted the new system to improve and standardize the data structure, simplify access for users, and tie together various departments for analysis.

After examining several systems, WENCO selected a data warehouse based on Microsoft SQL Server and DeltaMaster as a front end system.

## Systematic report design

In addition to the new technology, WENCO also revamped the way it builds and designs reports. An internal team of management accountants, sales, purchasing, and IT experts worked together with Bissantz in various workshops focusing on the functionality and appearance of reports. "In the case of our customer reports, layout is extremely important," explained Johanna Wagner. "We even gave our colleagues assignments in the beginning to get familiar with the new system environment."

## Multidimensional analysis

WENCO primarily evaluates sales figures broken down by article groups and sales teams. The system provides valuable insights on variances to the same period in the previous year. Thanks to DeltaMaster, users can analyze them in minute detail.

Revenues per sales director, sales unit, and product group are frequently evaluated in team meetings. DeltaMaster automatically highlights unusual various through graphic elements, which direct the readers' attention to the places where they need to take urgent actions.

DeltaMaster ReportServer, which contains automated functions to update, generate, and distribute reports, processes up to 10,500 reports each month. Individual members of the field sales organization automatically receive their reports as a PDF file.





“We comprise a summary of various revenue reports for each of our customers. This strengthens our ties to customers while building their sales awareness and number sense.”

Johanna Wagner, WENCO

**DeltaMaster simplifies data mobility of field sales**

All field sales representatives at WENCO work with tablets. Since DeltaMaster ReportServer automatically generates and sends individual customer reports, they always have the information they need at hand. “We comprise a summary of various revenue reports for each of our customers,” Wagner explained. “This strengthens our ties to customers while building their sales awareness and number sense.”

Users analyze the revenue development of all article groups in comparison to the previous years. Graphical elements such as sparklines and bars direct the readers’ attention, provide the necessary information density, and display the numbers in the proper context. A prime example in field sales is a benchmark report showing the top 20 product groups of an individual customer compared to all customers. “This shows the distribution of the products across Germany,” explained Wagner. “DeltaMaster reveals how a product group is selling for all customers and an individual store in relationship.” This strengthens the sales awareness of the store manager and shows if and where actions should follow.

WENCO has big plans for DeltaMaster. The company wants to integrate additional subsidiaries and refine the data structures and report design in the future.

**Further references**

Companies of all sizes and industries rely on DeltaMaster. Other clients in the consumer goods sector include: EagleBurgmann, Elster Group, Leica Camera, Mevaco, Scherdel, Essanelle, Just Schweiz, Papstar, and Procter & Gamble.

**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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