



FrieslandCampina Milks Value from TIBCO Analytics

Greater ease, and better decision-making, inventory management, productivity, and insight

“We are transforming our planning processes, and Spotfire enables that by ensuring that complex data is visible, and insights can be derived that help people make better and more frequent business decisions. In a way, you can say that Spotfire enabled a new business model.”

—Erwin Logt, Corporate Director, ICT CIO

DETAIL

30%

Reduced time and effort for generating reports and interpreting data

CHALLENGE

Every day FrieslandCampina receives raw milk from its 19,000 members. “On a daily basis, taking all financial, capacity, demand, complex process, and product interdependencies into consideration, we have to decide how to best turn this milk into consumer products,” explains Erwin Logt, corporate director, ICT CIO. “It makes for a challenging planning process.”

“The problem was a lack of a single source of truth,” offers Gerwen Apenhorst, supply network planner. “With Excel files and SAP BW reports, our operating companies used different dashboards and data presentations. For the higher level business groups, it was very difficult to correctly interpret the data and make decisions.”

Adds Mr. Logt: “We had many people working with spreadsheets, collecting data from different environments, and we had limited insights. Continuing that way would have made it impossible to move to a more centralized hub planning structure, which would have resulted in underutilization of our production and manufacturing assets.”

SOLUTION

“We wanted to increase the frequency and quality of decision-making,” says Mr. Logt. “Instead of primarily reporting on the current state, we also wanted more automated insights into why it was what it was, and visualize the data in ways that made it more actionable.”

“So we bought licenses and started experimenting. TIBCO Spotfire® went from a pilot to a success. We are transforming our planning processes, and Spotfire enables that by ensuring that complex data is visible, and insights can be derived that help people make better and more frequent business decisions. In a way, you can say that Spotfire enabled a new business model.”

FRIESLANDCAMPINA

Every day FrieslandCampina provides millions of consumers all over the world with dairy products containing valuable nutrients. With annual revenue of 11.3 billion euro, FrieslandCampina is one of the world's five largest dairy companies.

FAST FACTS

Member farmers: 19,000
Employees: 22,000
Product distribution: More than 100 countries
Headquarters: Amersfoort, Netherlands
Offices: 32 countries

"We are evolving to Gartner Level 3, making decisions based on value, the complete financial impact. Without Spotfire, I think it would be almost impossible to go to Level 3. Using Spotfire increases speed and robustness of analysis."

— Gerwen Apenhorst,
Supply Network Planner

FrieslandCampina is deploying Spotfire to all 10 of its sales and operations planning (S&OP) hubs for creating their supply masterplans. One hub's plan can generate new demand for another.

BENEFITS

BETTER DECISION-MAKING

"Because our objective is to maximize valorization of our milk supply, when we plan, every part should be quantified in euros," says Mr. Apenhorst. "The risk is that if you only focus on your own products and not on byproducts going to another hub, you can make decisions that don't benefit the entire company. With Spotfire, some parts of the business have evolved to Gartner Level 2, 2 ½ [S&OP process maturity framework], which means our process is mainly volume-based. We are evolving to Gartner Level 3, making decisions based on value, the complete financial impact. Without Spotfire, I think it would be almost impossible to go to Level 3. Using Spotfire increases speed and robustness of analysis."

IMPROVED INVENTORY MANAGEMENT

"Before Spotfire, we could not verify all our stock, the age of stock throughout the company. We can now look at complete in-store inventory and see where a problem is arising," says Apenhorst.

SAVINGS IN TIME AND EFFORT, GREATER PRODUCTIVITY

"We can now also look at the data in one standard way across all planning hubs," says Mr. Logt. "We have the same planning KPIs and visualization across the company. We can also aggregate data across hubs, which before was extremely difficult and time consuming. We now spend a lot less time collecting, processing, and analyzing data and more time using and acting on it. We reduced the time and effort to generate reports and to interpret the data by about 30%."

Says Apenhorst: "The analysis is made once, then you run it, and Spotfire allows you to identify where problems arise. I think reducing reports saved time, but now we are actually able to link different data sources and make better decisions based on a lot more data. There's been a big improvement in productivity as a result of being able to make data-driven decisions and having the standardization. Because milk runs through all parts of the company, aggregating data the way Spotfire does is the real benefit. To take the next step to optimal valorization, you have to have a business intelligence tool like Spotfire."

ACTIONABLE INSIGHTS FOR EVERYONE

"We have worked with Excel for many years, so Spotfire had to be very user friendly," says Logt. "Key benefits are its visualizations and its analytical ability. On one hand it's sophisticated for the analytical expert, and on the other, it's simple for the daily user, helping bring insights that are immediately actionable and easy to interpret."

FUTURE

"We now plan to add more data, more granularity, and new Spotfire features to our S&OP dashboard—and keep gaining visibility into the what and the why, so we further improve our planning and decision-making processes," concludes Logt.



Global Headquarters
 3307 Hillview Avenue
 Palo Alto, CA 94304
 +1 650-846-1000 TEL
 +1 800-420-8450
 +1 650-846-1005 FAX
www.tibco.com

TIBCO Software empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. Over the past 15 years, thousands of businesses across the globe have relied on TIBCO technology to integrate their applications and ecosystems, analyze their data, and create real-time solutions. Learn how TIBCO turns data—big or small—into differentiation at www.tibco.com.

©2015, TIBCO Software Inc. All rights reserved. TIBCO, the TIBCO logo, TIBCO Software, and Spotfire are trademarks or registered trademarks of TIBCO Software Inc. or its subsidiaries in the United States and/or other countries. All other product and company names and marks in this document are the property of their respective owners and mentioned for identification purposes only.

09/18/15