

## Situation

- The sales teams of GECO, a.s. lack a quick and consolidated view of the performance indicators (KPIs) of their wholesale customers. The KPIs should be organized into a standardized format – the so-called "Customer Card."
- These materials serve to support better setup of business cooperation, ongoing monitoring, evaluation of developments, and goal setting.

## Challenges

- Definition of key customer parameters, their visualization, and analysis
- Enabling business users to perform deeper analyses within individual KPIs
- **Live connection to 13 data models in SAP BW** and their subsequent integration in SAC
- The individual models are integrated in SAC, and applying filters is reflected across all models simultaneously
- Selection of appropriate levels of aggregation for individual KPIs
- Determination of the level of detail in views of specific performance indicators common to all customers

## Solution

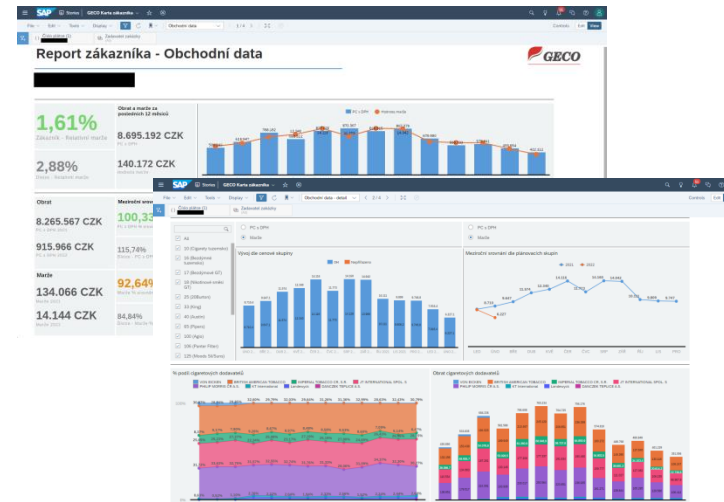
- Selected KPIs from the Customer Card: **Turnover, Margin, Relative Margin**, year-over-year development and comparison of these indicators, date-to-date comparison, comparison with the divisional average, development by price group, development by planning groups, share and turnover by cigarette suppliers, unit margin on cigarettes over time, **Customer Profitability** (margin vs. costs), monitoring of **due dates** and partners' **payment behavior**, and others...
- A business content "Customer Card" has been created within **SAP Analytics Cloud** (SAC), which is connected to data models in SAP BW. The data is read into SAC via a live connection without data replication.
- The Customer Card is enhanced with an overview of the TOP/BOTTOM 10 customers in terms of turnover and margin for the selected period. This provides users with insight into customers that may require priority attention.

## Benefits

- A quick overview of the customer's situation within the business relationship, enabling timely resolution of bottlenecks and subsequent adjustment of cooperation parameters
- Live connection to data in SAP BW ensures automated and maintenance-free reporting without the need for data replication
- Processing and aggregation of large volumes of data without any negative impact on application performance

## Future plans and development

- To unify the sales team's view on long-term performance indicators (KPIs)
- Creation of reports for short-term activities, which provide significant insights thanks to the wide range of visualization options
- Development of a set of stories for different management levels, not only within the sales domain but also across logistics, finance, HR, and other areas



## Industry

Wholesale and retail of tobacco products

## LoB

- Sales
- Finance & Controlling

## Customer

GECO, a. s.

## Headquarters

Prague, Czech Republic

## Products and services

The largest wholesale distributor with nationwide coverage, operating the biggest network of newsstands and vending machines in the Czech Republic. Offers sales of tobacco products, food, beverages, print media, and more.

## Number of employees

>2 000 (2021)

## System environment

- SAP ERP 6.0
- SAP BW
- SAP Analytics Cloud

## Reference

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