

HEINZ



HEINZ KETCHUP IS PERHAPS THE MOST INSTANTLY-RECOGNIZABLE BRAND IN THE WORLD. THE FAMOUS BOTTLES FILL SHELVES FROM SHANGHAI TO SYDNEY AND FROM PITTSBURGH TO PARIS.

Rarely has there been such a foodstuff that is so universally popular. But it's not only the famous ketchup that the company produces. Heinz worldwide makes soup, sauces, the student staple of baked beans, condiments, seafood, and frozen food. In the UK, it also owns Farleys (which makes baby food), John West, and San Marco brands.

CHALLENGES FACED

Across a business of this size and complexity, supporting many different departments based in different locations, and ensuring that all operational information is up-to-date is imperative. In the UK alone, Heinz produces 15 million items every week, of which three million are tins of baked beans and 1.5 million are bottles of ketchup. With so many food products heading for customers all over Europe, keeping track of stock levels is a priority. It is therefore crucial that staff working for Heinz be able to access accurate and current information from all areas of the business (including details from Wincanton, Heinz UK's ambient foods distribution partner), 24 hours a day, seven days a week. Equally important is the need for analysis tools—simply to ensure efficient stock and service levels to the customer. This is particularly relevant for customers ordering many different products across the Heinz range.

SUCCESS STRATEGY

To achieve this, Heinz has been employing various forms of business intelligence for the past ten years, but recently decided to consolidate all its operations and use Cognos as its global business intelligence tool.

Daniel Haverly, European information management project manager at Heinz, said: "Heinz is currently undergoing a major revamp of core systems. The benefits of Cognos were identified globally and rolled out in the first instance to one particular project, the UK's National Distribution Centre (NDC) for ambient product."

The NDC at Heinz is a new venture complete with new business processes and ways of working. For reporting purposes, Heinz wanted to give users access to up-to-the-minute information on stock levels, customer orders, and truckloads held on its three legacy mainframe systems.

The systems currently in place are order processing systems from Heinz, Farleys, and John West. These systems are linked to a consolidated 'one system view' Oracle database, and also to Wincanton's Warehouse Management System (WMS) across a firewall. The Oracle database is replicated instantaneously for reporting. The information is purely words and numbers but has a consistent report format and method to access, irrespective of the source of data.

COGNOS®

THE NEXT LEVEL OF PERFORMANCE™

Heinz staff needed to access details from all the individual distributed business systems, the central database and Wincanton's own WMS system, but they needed one method of access, with the security and data access being 'behind the scenes'. This is exactly what the Cognos solution was able to provide.

WEB BASED SOLUTION

Heinz chose Cognos Impromptu Web Reports to allow users to create reports drawn from any data source and deliver them to suppliers, customers, and partners, across the Internet. Users can subscribe to reports, and then customise them to meet their specific needs. This has the added benefit of each user only requiring Internet Explorer, so rollout was quick and easy.

BUSINESS BENEFITS

The efficient implementation of Cognos led to impressive tangible benefits.

From nothing, a team of six people—a mix of consultants and newly trained internal staff—developed the reporting function for the NDC in under six months. Then, after just two months of using Cognos, new efficiency gains were realized. In particular, Heinz was able to qualify the results in terms of substantially reduced stock discrepancies, more efficient stock management, and better load management.

Across all its systems, Heinz is now using the Cognos solution to help drive new business processes and ways of working. Heinz has noticed an immediate improvement in the new processes supported by the Cognos solution.

THE NEXT STEP

"Our eventual aim is to use Cognos Web products across Europe, as consolidating the common key performance indicators across global operations becomes a business priority," added Mr. Haverly. "This will enable all business users to use the portal as a 'one stop shop' for information, whether the information is local reporting, regional reporting, or regional or global analysis. The key area here is the compilation and use of data standards so that we have consistency in definition across all of Heinz's global businesses."

The Cognos solution will be used as an integral component of wider rollout of common systems across Europe, encompassing areas such as customer profitability and supply chain efficiency. "The focus will be on Web only versions of Impromptu and Powerplay, but we also plan to investigate the use of Query and Cognos Metrics Manager going forward," concluded Mr. Haverly.

LESSONS LEARNED

- Company time and resources are maximized by using one solution that collates data from a range of sources into easy-to-use reports, so users can make more informed business decisions.
- In any industry, but particularly the retail sector, accurate information is essential to ensure efficient stock processing and transport management. Cognos helps keep track of stock levels and ensures delivery trucks are used efficiently.
- A Web-based solution means customers, partners, and suppliers can all access reports immediately and simultaneously, as all they need is access to the Internet.
- In large organizations, technology can highlight areas of inefficiency that the company was not aware of and ensure areas for improvement are addressed early.
- Business intelligence can encourage new business processes and ways of working within companies.

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



WWW.COGNOS.COM

Cognos, and the Cognos logo are trademarks or registered trademarks of Cognos Incorporated in the United States and/or other countries. All other names are trademarks or registered of their respective companies. (07/03)