

On demand business intelligence sparks new market opportunities through better decision-making capabilities

Sky Solutions implements their business-ready solution with IBM® Cognos 8 BI software providing Just Born with enhanced business insight for superior decisions



“Just Born had selected and implemented Cognos, however, it took our partnering with Sky Solutions to leverage that investment to make our metrics actionable.”

Ed Broczkowski, Director, Business Advisory Services

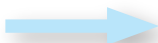
Just Born is a third generation family-owned candy manufacturing company established more than seven decades ago. Social responsibility is an important part of Just Born’s corporate culture who donates funds to more than 150 local charitable, educational, and arts organizations. With this highly deserved reputation as a principled and caring community-focused employer and manufacturer, Just Born promotes a twenty-line corporate philosophy that frames their entire approach to business. As a highly motivated organization, Just Born continually strives for self-improvement across all facets of its operation; not least it’s information systems.

As a customer focused organization, Just Born was concerned that their ability to react promptly to changing market conditions was being compromised by a lack of quality and timeliness of information. This led to slower decision making and an inability to capitalize on market opportunities. Having reviewed their internal processes, management identified three areas to focus on: efficiency and utilization of production lines, accurate reporting of product mix profitability, and providing timely sales performance data.

Consolidating multiple information sources

Just Born set out to establish a list of business and technology objectives. Accurate business intelligence would enhance their supply chain management (SCM), including the procurement of raw materials and determining the work-in-process and finished goods inventory levels. This would reduce overall logistics costs, and contribute significantly to company profitability. Obtaining this intelligence would require much needed technology know-how, and as they were using an older version of Cognos Business Intelligence (BI) software, Just Born realized they needed to find an expert who could help them upgrade this key business management tool to best achieve their goals.

Just Born chose to team with IBM Advanced Business Partner and Information On Demand Specialty member Sky Solutions, experts in supply chain solutions and leading providers of Performance Management and BI Solutions. Using their Strategic Roadmap methodology, Sky Solutions provided Just Born with a plan for implementing Performance Management for their current requirements and build a vision for the future. This plan centered around the need to implement a Data Warehouse to consolidate all Just Born’s multiple information sources from disparate locations. Upgrading to the IBM Cognos 8 BI software would deliver a single, accurate view of their business, which would form the basis for all Just Born’s future strategic decision making.



IBM Cognos 8 BI provides Just Born the “big picture connections” facilitating timely and effective business decisions

Business Challenge

Just Born’s competitive advantage was being compromised by a lack of quality and timeliness of information. This included regular production, sales and profitability reporting, as well as key market intelligence data such as customer purchasing behavior.



As a market driven organization the resultant delay in decision affected Just Born’s supply chain and procurement abilities. What little information they did receive (such as manual downloads onto spreadsheets), was incomplete and consumed valuable time and expense, better spent on analysis and evaluation.

The Solution

Sky Solutions implemented a robust solution for Just Born which included:

- Upgrading to IBM Cognos 8 BI for enhanced business analysis, dashboards and reporting
- IBM Cognos Data Manager enabled Just Born to extract, transform and load data from their IBM iSeries System i™ servers into Data Marts to allow for a timely and accurate view of their business
- IBM Cognos Performance Application outlines a four-step progression from the automation of routine planning and budgeting tasks to the advancement of effective performance management throughout the enterprise.
- IBM Cognos Enterprise Planning to implement an Enterprise Budget solution

The Data Mart GL and the key building blocks for a comprehensive Data Warehouse were implemented to provide Just Born with a platform for future development.

Sky Solutions is an IBM Cognos Platinum Partner

Business Transformation

Sky Solutions fully implemented the upgrade to IBM Cognos 8 BI application which dramatically transformed Just Born’s business intelligence. Gone are the copious manually data manipulated spreadsheets, and the tedious searching of pertinent information from a variety of data locations.

Now, management are treated to an on-demand automated Business Intelligence capability delivered from a single view Data Warehouse. Data is now presented in preferred format, tailored to each user’s requirements, and available with a variety of analytical tools such as dashboards and multidimensional analysis.

Implementation



Sky Solutions has implemented the business ready solution for manufacturing providing the key building blocks for Just Born to develop a complete Data Warehouse, which will provide a centralized repository for all Just Born’s information. By integrating all the feeds from numerous disparate sources, they enabled the Cognos BI technology to have full access to all the data and now provide real business intelligence.

Implementation of a General Ledger Data Mart, allowing specific GL data to be extracted, transformed and loaded. Sales Dashboards were developed for easy viewing of sophisticated sales analysis. The installed Enterprise Planning facility provides real-time visibility into resource requirements and future business results.

Business Benefits

Just Born now enjoys significant business benefits with their fully functioning IBM Cognos 8 BI solution.

- On-demand reporting of real time data allowing greater insight into customer behavior, facilitating well-informed and prompt decisions
- Greater visibility of the organizations key performance parameters, establishing current levels of business success and planning future targets
- Corporate confidence that all data is drawn from one single view source, and is comprehensive and accurate
- Utilizing one set of Business Intelligence tools equates to significant time and cost savings, focusing on one platform for operation and training

Seeing the “big picture”

By putting in place the key building blocks to develop a complete Data Warehouse, IBM Cognos 8 BI now offers Just Born the most comprehensive reporting and analysis capability.

The models and templates present information that allows Just Born to see the “big picture”. Critical business information in visual format, that allows management to make connections and spot trends equipping them to make business decisions in a timely and effective manner.

Now Just Born can support their corporate mission with informed and effective strategies and tactics.



“Sky Solutions has enabled us to more rapidly access the benefits of our Cognos applications. Speed is crucial when you think about the benefits of Key Performance Metrics (KPM) visibility and its alignment with organizational strategy.”

Ed Broczkowski, Director, Business Advisory Services

For additional information on how **Sky Solutions** can help your organization contact us at:

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