



NIMBLE DIVISION RECORDS BIG RESULTS WITH HYPERION

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– Scott Brownscombe, Managing Director, TDK Australia

TDK Australia needed to provide better sales performance information to its traveling sales force. It deployed Hyperion Essbase in order to provide the company with a centralized, flexible sales analysis solution. Managers and sales people now monitor sales daily and work more effectively towards performance targets. Moving forward, the company plans to hone its front-end reporting capabilities with Hyperion System 9 BI+ Web Analysis.

About TDK

TDK Corporation is a global electronics company based in Japan. Established in 1935, TDK is a leader in developing next-generation technologies, such as Blu-ray Disc recording media, an optical disc ideally suited for high definition video recording. TDK offers a full line of recordable DVD and CD media, digital camcorder tapes, and professional data storage solutions including LTO Ultrium media.

Small team sells to a continent

As the leading media supplier in the Australian market, TDK Australia is always looking for ways to improve. This division employs just 32 people, which means it must work efficiently to retain its commanding market share. Its sales representatives travel the continent to sell to every major and mid-sized retailer as well as many smaller shops. But until recently, keeping mobile employees informed about their performance was a challenge because TDK Australia relied on an aging legacy system.

“We only produced monthly sales reports, so our sales force had very little understanding of how they were performing during the month,” says Scott Brownscombe, Managing Director, TDK Australia. “After being on the road, they would come into the office maybe once a week and have to ask someone to print out reports if they wanted to see their up-to-date performance. The reports would break down sales by customer groups or product groups, but that was the extent of the analysis.”

TDK Australia needed to give its sales force timely, in-depth information to help them focus their efforts in ways that maximize profitability. The company began to look for a centralized sales analysis system that would provide on-demand access to detailed performance information.

Qubix/Hyperion solution meets TDK’s needs

With the help of Qubix, a valued Hyperion partner, TDK Australia implemented Hyperion Essbase as its new, standard sales analysis system. Hyperion Essbase accesses budget information and combines it with actual data from the legacy system to provide a daily view of sales performance against targets. The front-end developed by Qubix consultants combines the Excel add-in for Hyperion with an Advanced Reporting Kit or ARK, where users can see sales totals for an entire product category or access a drop-down menu where they can see sub-categories and actual item numbers. Using this system, TDK sales people have easy access to sales analysis information, whether they are at home, on the road, or in the head office.

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Working toward targets

As TDK Australia's sales people work the market, not every visit to a retailer ends with an immediate order. But, many customers order products hours or days later. Hyperion helps TDK Australia's sales people see the long-term results of their daily activities.

"If our sales people were to check sales results once a month, they'd probably forget about some of the visits they made, and they wouldn't see a connection," says Brownscombe. "With Hyperion Essbase, they can see orders soon after they happen and trace them back to visits they've made. They can then check in with customers and make sure each order was completed successfully."

As the end of a quarter approaches, sales people can check their numbers each day and strategize about how they will use their time to meet their targets. Using the same view, management can monitor their progress and help them perform effectively.

"If a sales person knows he is at 95 percent of his target for a customer with two weeks left in the quarter, he's more motivated to reach that goal," explains Brownscombe. "The Hyperion system helps him understand who he's selling to and how to promote the right products. Management can keep an eye on this and nudge our sales people in the right direction to improve not only individual performance, but also company performance."

Determining the value of each customer

TDK Australia often uses rebates to strengthen its relationships with Australia's major retailers. Hyperion Essbase gives the company the insight to determine the true profitability of these relationships.

Notes Brownscombe, "The Hyperion Essbase business model provides this information and lets us analyze it through the Excel add-in for Hyperion Essbase. As a result, we can look at a comparative view of our top 10 retailers by sales value but also look at net profits to determine the true value of each customer. This information makes a big difference in how we promote ourselves to each seller."

System 9 and beyond

As it continues its quest to improve and streamline its system, TDK Australia plans on extending its front-end reporting capabilities by implementing Hyperion System 9 BI+ Web Analysis.

"If we can provide our people with more information in better formats, that's what we want to do," says Brownscombe. "The flexibility Hyperion offers is far above anything we've had before. We'll continue to tap into new capabilities, such as benchmarking ourselves against other organizations. Our goal is to achieve 100 percent effective use of Hyperion across our sales force."



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