

## IT Performs Sweeten Analysis for Cadbury Schweppes

### THE COMPANY

Cadbury Trebor Bassett is the confectionery division of Cadbury Schweppes, the world's largest beverages and confectionery manufacturer. The company which has twelve manufacturing plants around the United Kingdom and Ireland wanted a more efficient way of combining and analysing their production planning and logistics data which resided in a number of disparate manufacturing systems.

### THE PROJECT

IT Performs analysed the requirements and quickly understood the business issues and the data itself. Over thirty data feeds were combined into a 'Logistics' data mart in an Oracle database. One of the main design objectives was to easily and efficiently meet business-reporting requirements and allow growth and change into the future. For example, initial feeds are weekly, but the system has been designed to easily accommodate daily feeds at a later stage. As a result IT Performs were engaged to design and build a Logistics data mart populated with:

- ◆ Sales Forecasts
- ◆ Actual Sales
- ◆ Actual Production
- ◆ Periodic Production Plans
- ◆ Actual Stock
- ◆ Stock Projections
- ◆ Weekly Production Plans

### THE BUSINESS BENEFITS

Using Business Objects, the system automatically produces static HTML reports, which meet the information requirements to support day-to-day operations. The reports are fast and easy to view and require no formal user training. They allow the data to be viewed by a wide audience across the organisation. In addition 'Power Users' can dynamically refresh standard reports, analyse data and even design, build and distribute their own reports, all through a simple web browser interface.

### COMMENTS

David Gilley, Logistics Manager, commented *"Having this data in one central location makes it easy to access, analyse and compare. This will greatly enhance Cadbury Trebor Bassett's ability to improve efficiency and planning accuracy."*

Richard Head, Commercial IT Manager, stated *"After the work IT Performs have done for the Logistics Division, key data and an infrastructure is now in place. We are able to efficiently extend this platform to encompass additional business area requirements. Each area that is added complements the previous one, thereby increasing the business value of the system. In addition, it is allowing us to standardise on common information use and data interpretation across the organisation. Something that was proving very difficult until we began to provide centralise management information."*

*I have been extremely impressed with the quality and quantity of the work that IT Performs have completed during the year for Cadburys. They have an ability to understand diverse and complex issues and a constant willinanness to an the extra mile means they will be first on the list for all future BI developments."*