



## IT Performs Steps Up Performance For CP Foods

### THE PROBLEM

CP Foods is one of the leading agro industrial and food suppliers in the UK for products such as chicken, duck, fish and pork. Imported from Thailand they distribute to some of the leading UK retailers including Sainsbury's, Burger King and Somerfield.

With the business growing at a rapid rate and the turnover increasing year on year, the necessity for better Management Information became more critical to the continued success of the business.

CP Foods has implemented and extended the use of the Microsoft Navision (ERP) Package. Whilst this manages the operational aspects of the business, shortfalls were identified in significant areas:

- General Ledger – quantifying the output of the Balance Sheet and Profit & Loss
- Sales – being able to analyse & produce graphs/trends on the data
- Supply Chain – identifying movement of stock
- Complexities in getting at information – only two people could produce reports
- Availability to view headline, key data amongst the mass content that currently exists

### THE SOLUTION

IT Performs quickly identified that due to poor data output the management may be making ill informed decisions.

To overcome this weakness, CP Foods decided to work with IT Performs to implement the market leading Business Intelligence software from Business Objects.

This allowed end users to obtain easy, self service access to their Navision data to produce the output of reports desired and needed by all employees across the company and also now allows the business to spend more time analysing the data and support better decision making rather than spending considerable time producing the figures.

### THE BUSINESS BENEFITS (Immediate benefits include):

- A dynamic view of the chart of accounts. Allowing a view of the Balance Sheet and Profit & Loss Report with the ability to drill into the individual accounting areas.
- Segmentation of KPI reports, showing sales across time, product, customer and business units with a dynamic ability to slice through the data and identify problem/growth areas at a glance.
- Areas of business information previously difficult to extract (e.g. Purchasing) now easily available through drag and drop objects.
- Automation of the distribution of reports – simplistic yet very effective, reports can now be set to run and distributed automatically via email.

### COMMENTS

**John Vincent – Financial Director for CP stated** “Access to reliable information in order to support our growth became a number 1 priority. The solution provided by IT Performs and Business Objects has been very successful and now gives us the freedom to make informative business decisions based on reliable and timely reporting and data analyses. Bottlenecks of reporting requirements no longer exist as end users are able to produce these themselves. This has instilled a remarkable confidence in MI Reporting throughout the company. We can now get more value from our ERP (Navision) investment by making better use of all the data collected”