

DATA INTEGRATION & ANALYTICS

Data sharpens decisions and processes

Japfa deploys Qlik to develop Management Information 2.0

SIFT



CUSTOMER STORY

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Kwang Chin Eu, Chief Digitalization Officer, Japfa Ltd

Commitment to quality and nutritional excellence

As a company dedicated to feeding emerging Asia, Japfa Ltd is very much a business in the right place at the right time. Founded in Indonesia more than 50 years ago, today Japfa is a regional agribusiness with more than 38,000 employees across an integrated network of modern farming, processing and distribution facilities in Indonesia, Vietnam, India, Myanmar and Bangladesh.

Japfa specializes in producing protein staples, namely poultry, swine aquaculture and beef, as well as packaged food that nourish millions of people. Today, it is the second largest integrated industrialization poultry company in Indonesia, among other market-leading positions.

Japfa's impressive growth is the result of multiple critical factors. Strong management and an integrated approach to livestock and food production across the value chain are key to its success. Equally important is its commitment to quality, nutritional excellence and food safety and traceability.

Decisions based on unquestionable facts

IT plays a critical role in supporting expansion at Japfa, along with efficient and effective data-driven decisions. As the business grew, however, so did the volumes of data it was producing and the number of sources in which it was stored. An off-the-shelf ERP and BI platform provided some insights, but reports were brief and lacked depth and reliability. Producing them was also a cumbersome process that led to delayed response times.

Solution Overview

Customer Name

Japfa Ltd

Industry

Agri-food

Geography

Asia

Function

Finance, IT, Supply Chain Management

Challenges

- Acquire and manage growing volumes of data
- Ensure quality and traceability across the supply chain
- Optimize operations in multiple countries

Solution

In partnership with SIFT Analytics, Japfa used Qlik Sense® and Qlik Data Integration® to build JIMS, a dedicated information management architecture.

Results

- Enables fast, accurate and automated daily reporting
- Eliminates issues related to inconsistent information
- Improves communication and understanding across the business

“As Japfa continues to grow, more and more data needs to be processed and presented as insights in meaningful ways,” says Kwang Chin Eu, Chief Digitalization Officer at Japfa. “It was increasingly apparent that our old platform and spreadsheets were no longer tenable. We wanted a BI platform that would allow us to enable a data-literate organization – adjusting course, direction and business decisions based on unquestionable facts and figures.”

Singapore-based consultancy SIFT Analytics had the regional presence and pedigree that Japfa needed to take its analytics processes to the next level. Together, they built a strategy for transformation, at the heart of which was Qlik.

A path to further progression

Japfa’s first move into the Qlik realm was with QlikView, which saw the business gradually but confidently move away from its traditional reporting platform to dashboards, charts and well-designed visualizations.

Data from thousands of chicken houses flowed and was processed and transformed into meaningful insights on a regular and timely basis, highlighting areas where processes were working well or where issues required attention. It transformed Japfa’s relationship with data and set the business on a path to further progression, including the adoption of cloud-based platforms through Snowflake and a switch to Qlik Sense.

SIFT, Kwang Chin and his team are now in the process of refining the Japfa Information Management System (JIMS), a dedicated information management architecture that will provide a standardized way of sharing information across the business’ various organizations.

Japfa’s new working architecture integrates with Qlik Data Integration, Snowflake and Qlik Sense, allowing the business to connect and ingest external systems quickly and reliably, and providing highly effective operational and exception monitoring tools to ensure minimal disruption to data ingestion.

“The main purpose of JIMS is to ensure clear segregation, ownership and control of information across the Japfa group,” Kwang Chin explains. “Transaction data captured in operation systems is consolidated into Japfa’s Data Lake using Qlik Data Integration. The data is then organized into information and published using Qlik Sense.”

Sharpening the decision-making process

The primary purpose of JIMS and the Qlik integrations are to create what Kwang Chin refers to as Management Information 2.0 (MI2.0).

With Qlik Replicate feeding data into Snowflake, data engineers at Japfa can develop automated workflows to prepare, analyze and publish data using visualizations provided by Qlik Sense. Easy-to-understand insights and interactive drill-downs now help identify trends, highlight possible management interventions and inform decisions. As a result, Japfa is now moving away from monthly reports compiled from multiple sources and consolidated manually, to fast, accurate and automated daily reporting.

“We’ve eliminated past issues related to conflicting inconsistent information from various sources,” notes Kwang Chin.

“With MI2.0, we are sharpening the decision-making process with timely and accurate information from a single published source of information.”

Japfa’s leadership teams can now set up alerts based on individually defined thresholds and share key information between staff and business units using the same high-quality sources of information.

“The levels of detail are fit for purpose: operational units see information within their scope of control, while management sees information across units,” says Kwang Chin. “Having a common way of analyzing information that is consistent with the organization’s structure eliminates confusion and greatly improves communication and understanding. We’ve also removed significant amounts of manual consolidation and administration work.”

A data-driven way of working

The first country to adopt MI2.0 was Vietnam, and it will be replicated and rolled out to other countries. Kwang Chin also plans to deploy Qlik AutoML to further extend the platform’s scope and effectiveness.

“We will generate new insights that have made possible through AI and machine learning, leveraging on the data lake and platform that we have developed,” he concludes. “Qlik is enabling a data-driven way of working that will allow us to develop and implement intelligent and sustainable operations.”

The keys to success



Vertically

integrated business across the entire value chain



38,000

people employed across Asia

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Kwang Chin Eu, Chief Digitalization Officer, Japfa Ltd



About Qlik

Qlik, with the recent addition of Talend, delivers an industry leading portfolio of solutions for data integration, data quality and analytics. This includes advancements in real-time, AI, ML and automation. The most successful organizations are investing in data to make sense of the increasing amounts and varieties of data from diverse sources. The challenge is to effectively integrate, analyze and act on the data while ensuring its trustworthiness. With more than 40,000 active customers in over 100 countries, Qlik’s solutions work with any data source, target, architecture or methodology, to ensure customers have the data they need, whenever they need it.

qlik.com



About SIFT Analytics Group

Headquartered in Singapore since 1999, with a track record of transforming more than 1,000 businesses across Southeast Asia, SIFT Analytics is your trusted partner in delivering reliable enterprise solutions, paired with best-of-breed technology throughout your business analytics journey. Together with our experienced teams, we will journey with you to integrate and govern your data, predict future outcomes and optimize decisions, and achieve the next generation of efficiency and innovation.

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