

CUSTOMER STORY

# Meeting the challenges of many markets

Greene Tweed implements Qlik's end-to-end data platform to support a transformation to active intelligence





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David Hufnagle, Manager of Enterprise Data and Analytics, Greene Tweed

### Long-range vision to streamline efficiency

For more than 150 years, Greene Tweed has developed materials and engineered high-performance solutions for critical applications in the automotive, aerospace, energy, semiconductor, oil and gas, life sciences, defense and other industries. It is headquartered in Lansdale, Pennsylvania and is active across the USA, Europe and Asia.

Its long-range vision is to streamline efficiency by transforming into a completely data-driven company by 2030. With this in mind, it implemented Qlik Sense in 2016 and in 2018 took this to the next level with the appointment of its Manager of Enterprise Data and Analytics, David Hufnagle.

“From 2018, we revisited how we format and build processes from an analytics point of view, making them repeatable and consistent across our application suite,” says Hufnagle. “The next evolution will be smart enterprise where we will digitize everything we do. Every machine that we use in our plants will have a digital component to transmit information about the machine and the parts going through it.”

### Concentrating on performance analysis

With many big decisions and changes coming down the tracks, Qlik Sense is used to ensure that every Greene Tweed decision is the right one. This makes speedy access to consistent data of paramount importance.

Greene Tweed used Qlik Data Integration to transfer information from SAP into a Microsoft Azure Synapse cloud environment. In that way, it could gain maximum benefit from Qlik Active Intelligence, delivering continuously up-to-date, real-time information to trigger informed action.

#### Solution Overview

##### Customer Name

Greene Tweed

##### Industry

Manufacturing

##### Geography

Lansdale, Pennsylvania

##### Function

Finance, Marketing, Sales, Supply Chain Management

##### Business Value Driver

Reimagined Processes

##### Challenges

- Become a data-driven company by 2030
- Compete in many diverse markets
- Increase revenue and drive down cost

##### Solution

Implemented Qlik Sense for data analysis and Qlik Data Integration for data warehouse automation.

##### Results

- Depicts the current state of the whole company through an end-to-end data pipeline
- Streamlines productivity, sales and customer service
- Enables rapid action on key performance measures
- Provides a foundation for future growth and development plans

“Our aim was to create a supply chain control tower with purchase orders, work orders, sales orders - the whole thing, end to end. We stood up an enterprise warehouse in two months which is just amazing,” adds Hufnagle. “The impact now is that as we build new applications, we no longer go to SAP to pull the data. We are using the replicated data or the warehouse itself. From an enterprise warehouse standpoint, our extensive use of SAP makes ours one of the least complex IT environments I have ever worked within in terms of the sheer number of systems to integrate. Qlik Data Integration enables us to really drive our analytics in near-real time since the vast majority of the data originates in SAP.”

Greene Tweed has already created a robust portfolio of some 50 Qlik apps, each with multiple dashboards, all built with standard navigation for ease of use. There are 400 Qlik users across the world, from executive and upper-management levels to the shop floor.

Qlik analytics are spreading throughout the business. Early Qlik apps have focused on performance metrics like on-time delivery and whether the company is meeting key performance targets. Others are used with the CO-PA profitability analysis module in SAP with 150 different metrics to analyze every single component of cost around net sales, total cost and gross margin. One app pinpoints how much inventory is scrapped because of quality issues, and others highlight purchase order and cost center variances.

However, the biggest and most important analytics projects concern forward planning and work projections. Every month the Gains supply chain management solution is fed with backward and forward-looking data, returning 18-month projections on demand. These are loaded into CO-PA then put into Qlik Sense, which combines the projections with real-life data, yielding predictive analytics with a 90-day accuracy metric of over 95%.

### Using data for the bigger picture

Greene Tweed also uses Qlik Alerting to identify success stories or potential problem areas around sales and delivery times.

“We are committed to Qlik Sense because our users are very comfortable navigating within the tool and we’ve been able to build out a suite of standard visuals,” concludes Hufnagle. “We like the intuitive visuals and we also use Qlik Sense Vizlib extensions. The API extensions are very helpful, enabling us to easily bolt on special ways of getting our data. Extracting SAP data with Qlik Data Integration then analyzing with Qlik Sense enables us to tell the whole story through data and that is a huge benefit.”

### The keys to success



**95%+**

90-day accuracy metric



**2.5**

Qlik apps with multiple dashboards

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## Analytics Data Pipeline for Active Intelligence

### Cloud Data Lake

Microsoft Azure data lake for non-curated data, not structured for consumption, can be updated in near real-time

### Cloud Data Warehouse

Target cloud system hosted by Microsoft Azure Synapse, with curated data and structured for consumption, and with updating in near real-time



### Professional Services

Data Integration services

### CDC Streaming

Efficiently analyzes source systems like SAP to identify any new changes in the data, then capture only the changes, conform the data and deliver it to the target

### Self-Service Analytics

50 Qlik Sense apps for 400 users and 150 metrics to analyze every cost component



### About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

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