

# Innovation in a traditional market place

## On Site, On Time, Every Time

*Working with Quick Intelligence has enabled us to turn the vast amount of data we have in our business to real time actionable insight. We now have the ability to accurately track, measure and forecast the performance of every aspect of our business.*

- Luke Reiner, Managing Director, Brymec

### Award winning family-run firm stands out against the competition

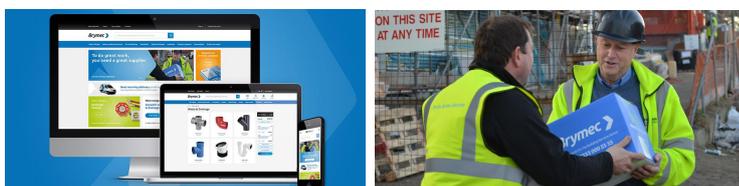
In a market where expectations are high and margins are tight, Brymec needed to set themselves apart. They did this by making a simple promise to their customers: "We Deliver, On Site. On Time. Every Time". Through this attention to detail and excellent customer service, Brymec have grown their business rapidly.

Keeping true to their original promise became more of a challenge as their business and customer base continued to grow, which is why they turned to Qlik.

### Succeeding in a challenging marketplace

Brymec supply the building services trade with the components, tools, and equipment they need to do their job. Their inventory contains a highly diverse selection of products, from copper pipe, cast iron drainage to bags of small screws. They offer next-day delivery as standard on all of their product range, so stock needs to be warehoused, and shifts in levels watched carefully.

The building trade is savvy at getting a good price, and will shop around between different suppliers. Setting prices to the correct level, both on catalogue and quoted prices, can be difficult. This is particularly true of commodity products like copper pipe, where prices fluctuate due to economic factors and must be monitored closely. Brymec like most businesses today, had no shortage of data, generated by - among others - their ERP system, CRM, phone log, and third-party delivery reports. Getting value from the data was the real challenge: they could get to basic reports and exports from their ERP, but beyond that they relied heavily on Excel and copy and paste.



#### The Challenges

- Broad and large stock inventory
- On time in full delivery critical to customers' projects
- Multiple systems hold key data
- Rapid growth exceeded expectations
- Pricing accuracy essential
- Warehouse space at a premium

#### Quick Intelligence Have Delivered

- Suite of Qlik applications across all business functions
- Advice on which measures to track
- Innovative solutions to tricky data problems
- Comprehensive support
- Information insight that has been transformative for the business

## Making sense of the data

As a previous client of Quick Intelligence, Finance Manager Paul Gowrie was quick to identify areas where Qlik could prove invaluable to Brymec. Quick Intelligence developed an initial application (app) which showed sales against target for their teams, emulating something they had previously created in Excel. Where the former process had been manual, requiring copy and paste intervention, Quick Intelligence produced reports with up-to-date information that refreshed themselves automatically. This freed up staff time allowing them to benefit from the numbers, rather than spending time compiling the reports.

Further development of the app showed more interesting measures such as complementary sales and where customer purchases were decreasing. This allowed Brymec to identify for example, copper pipe purchases but not copper fittings, enabling Brymec's customer services team to proactively cross sell associated and ancillary products as well as target customers before they stopped buying all together.

## Merging other data sources

With Qlik, Brymec could maintain, and even exceed, the customer satisfaction records they were so proud of. By combining data from multiple sources, such as their CRM system, and blending it with their sales and stock data, Brymec were able to see a more complete picture of their business and even deeper insights could be gained. Having actionable information available to more staff, through Qlik, enabled everyone to make better decisions. It was this availability of accurate and timely data that enabled Brymec to embark on a new way of sourcing their stock.

## Optimising the supply chain

Increased confidence in stock on hand figures and predicted orders enabled Brymec to explore sourcing products from abroad which has created greater efficiencies for both Brymec and their customers. By having a clear view of stock and pricing they can negotiate better purchase prices and ensure that their precious On Time in Full (OTIF) KPI remains as high as ever.

Sourcing Director Andy Thomas says *"The use of Qlik has really given us the insight we needed to be much more measured about our stock management. Our customers depend on us to supply them with products when they need it. Using Qlik has enabled us to track stock levels of all our products in real time, thus ensuring we have the products our customers need at all times"*.

This change in the supply chain has been transformative for Brymec, and it was made possible by their use of Qlik, and the solutions Quick Intelligence provided.



*Brymec are a key supplier to the One Blackfriars development.*



### About Quick Intelligence

At Quick Intelligence we are passionate about delivering the right information to the right people at the right time.

We are skilled at processing the masses of data that businesses accumulate in the modern age and distilling from these the information that can lead to informed decisions.

We find the facts and figures and we know how to present them in a way that helps to influence those who need to act on them.

To deliver on these goals, we firmly believe in the Qlik Platform as being the best toolset available, and have focussed on nothing else since our inception in 2009.

This has gained us recognition along the way, not least in the Qlik Luminary and Qlik Community MVP status awarded to our Director and Senior Consultant, Steve Dark.

