

# QlikView Customer Snapshot – FFF Enterprises

“The pharmaceutical industry can change instantly, impacting how, where and what products we bring to market. It is imperative that people have real-time access to our business systems. With QlikView, we are able to access information anyplace and anytime. That puts us in a position of trust with our customers and partners.”

Chris Ground, Senior Vice President, National Accounts  
FFF Enterprises



## About FFF Enterprises

- Leading multidimensional healthcare company, delivering innovative solutions in biopharmaceutical management and distribution, health information management and consumer healthcare services
- Headquartered in Temecula, California
- Achieved ~ \$700 million in revenue with 250 employees
- Industry: Retail & Wholesale Distribution

## Challenges

- Accelerate the availability of lifesaving products and services
- Respond – at lightning speed – to rapid market changes
- Maintain reputation as a finger-on-the-pulse enterprise with ‘information integrity’

## Solution

- Deployed QlikView to ~ 65 users across 7 functions in US:
  - Executive Analysis:* Monitor trends to identify market opportunities and corporate performance across divisions
  - Sales Analysis:* Analyze sales by division, product, salesperson and time
  - Marketing Analysis:* Assess sales performance by product and customer
  - Supply Chain Analysis:* Assess warehouse logistical performance in tracking volume of products covering receipt, internal process flows, and dispatch. Example is the Flu Dashboard tracking daily shipments
  - Operational Analysis:* Better coordinate production forecasts with partners
  - Financial Analysis:* Assess vital statistics to support annual forecasts
  - IT Analysis:* Better manage system performance and IT service issues
- Rapid implementation in only 4 weeks across three of divisions
- Leveraged QlikView Server to aggregate data from Movex on the IBM System i (AS/400), Excel, XML, text files, and Access

## Benefits

- Enabled timely market execution and customer responsiveness through instant information access
- Provided up-to-date figures on demand chain synchronizing planning by business partners and customers
- Adoption and success – within a week, the President and CEO was pulling out key sales records before meetings
- Raised efficiency levels, saving the company time and money