

» LEONARDO® – glaskoch B. Koch jr. GmbH + Co. KG

The Company

LEONARDO is a name that represents modern glass products in everyday life. Top design, attractive prices and a constant flow of new product ideas are the key factors in LEONARDO's success. With a recognition level over 80%, LEONARDO enjoys huge market status, with many consumers equating LEONARDO glass with a modern lifestyle. LEONARDO products can be found in over 50% of German households.

LEONARDO is a success story that began almost 35 years ago in Bad Driburg, Germany. Founded by Benedikt Koch in a Westphalian town renowned for its glass-making traditions, the company's main goal has been continual expansion to become a global company. LEONARDO products are now available in over 30 countries, including the US and Asia. Apart from selling via traditional channels like department, furniture stores and specialty retailers, LEONARDO operates more than 40 of its own specialty stores, along with 600 shop-in-shop outlets ("Piazza Leonardo"). Its product portfolio has been systematically expanded over the last few years to include lifestyle products. And now, with its "Jewels by Leonardo" range, the wholesaler has also become established in the jewelry market.

What's Critical

To support its global expansion, the brand product manufacturer implemented SSA® ERP (formerly SSA Baan). There are now about 200 users successfully using SSA ERP sales, stock management, purchasing and accounts modules. The volume of data that has been generated is considerable. For instance, 8,000 items pass through the order entry system every day, with 12,000 items via EDI and B2B, and over 20,000 items via the delivery entry system. Until now, standard reports and sales evaluations have been supplied via SSA ERP.



"Our company's spectacular growth, the expansion of our product range, and the frequency with which we change our assortments have greatly increased the need for better reports and evaluations," says Jürgen Heuer, IT manager at glaskoch. "In particular, the existing reports did not satisfy the flexibility required by our sales department."

Finding the Right Solution

With a goal of satisfying increased reporting requirements, glaskoch has implemented SSA Enterprise Reporting for 30 users. SSA Enterprise Reporting is a component of SSA Corporate Performance Management (CPM), and is based on ReportNet® from Cognos®. In Germany, SSA Global is a Platinum Partner of Cognos, the world's leading supplier of business intelligence and performance management solutions.

After a short implementation period, it is now possible to generate reports through SSA Enterprise Reporting, which is interfaced to SSA ERP. Commenting on the initial feedback of the new software, Jürgen Heuer says, "Our users are really excited about the new reporting and evaluation options offered by SSA Enterprise Reporting."

" This software fits exactly with our company strategy ..."

Jürgen Heuer, IT Manager,
glaskoch B. Koch jr. GmbH +
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glaskoch's IT manager is quite clear about the other benefits offered by SSA Enterprise Reporting:

- easier and more cost-effective reports and evaluations
- faster and more informed sales and assortment decisions based on the latest order and sales figures
- simple filter functions (parameterized queries) help determine cause and accountability
- flexible reports by end users
- web distribution for reports
- excellent layout options with advanced business graphics

Making it Pay

"We are very pleased with SSA Enterprise Reporting. It is possible to achieve our objectives in next to no time. This software fits in with our company strategy — to achieve a strategic edge and expand market positions through the use of state-of-the-art, flexible, and user-friendly IT solutions," says Jürgen Heuer.

glaskoch plans to migrate to SSA ERP LN, the latest release for SSA ERP. Describing the prospects for the future, Jürgen Heuer concludes, "SSA Enterprise Reporting will play a vital role in the migration process when it comes to transferring and validating data, helping to reduce the effort involved. By migrating to SSA ERP LN, we will be enhancing the benefit gained from SSA Enterprise Reporting. With a goal of obtaining even better information, we're joining forces with SSA Global to create a data warehouse, based on Cognos products, and we'll use Powerplay to analyze data on a multi-dimensional basis."

About SSA Global

SSA Global™ (NASDAQ: SSAG) is a leading provider of enterprise business software for mid-sized and large organizations, primarily in select manufacturing, consumer and services industries. The company's software solutions include enterprise resource planning, financial management, human capital management, corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has over 50 locations worldwide and its product offerings are used by customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.

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