

# HBPO utilizes Qlik to analyze and plan their processes

“Qlik and the extension **Write!** enabled us to establish a uniform information base for integrated market analysis, strategic business planning and reporting processes.”

– Sebastian Kusber, *Information Management, HBPO GmbH*

## The Customer

With over 2.000 employees, HBPO GmbH is the only company worldwide that is specialized in the design, development, assembly and logistics of complex front-end modules.

HBPO was established in 2004 as a joint venture between the three automotive suppliers Hella, Mahle (formerly Behr) and Plastic Omnium and emerged from Hella-Behr Fahrzeugsysteme GmbH, which existed since 1999. Next to its headquarters in Lippstadt, with the focus on research and development and the central project management, HBPO has 30 locations within close proximity of their customer's production sites in the automotive industry.

## Initial Situation

To analyze and plan market developments and business opportunities, HBPO relies on external market and internal project data. The required data were supposed to be amalgamated into one company-wide reporting platform. The goal was to link global market information from external databases with internal project data through one business intelligence solution, analyze the data and upload the data back into the original SQL-server database, where the project data originated from. For this, the required business intelligence platform needed to be editable.

Additionally the solution should provide a flexible applicability to further data sources, especially SAP. Other important factors for HBPO were uncomplicated, internal maintainability as well as intuitive usability for its key users.

## The Solution

The decision was made in favour of the data discovery solution QlikView. The essential decision criterion was the INFORM extension **Write!**, which guaranteed the needed write-back functionality as well as the possibility to link internal and external market information into one database. The extension, developed by the Qlik Elite Solution Provider INFORM, offers editability directly in Qlik and usability via mobile devices. Data editing can be carried out through any desired HTML object, for instance by free-text fields, check or drop-down boxes. It is also possible to create new data in Qlik and to write JSON objects into databases or to save them in QlikView data files (.qvds).

Additionally it offers an uncomplicated applicability to SAP and further data sources and intuitive usability.

The project was accompanied by INFORM. „We had the idea and the concept, but not the plan, how to reach our goal. With their expertise in development and their understanding of our processes, INFORM brought us right on track.“ (Kusber).

## Solution Overview

**Customer:** HBPO GmbH

**Industry:** Automotive supplier industry

**Divisions:** Management, Business Development, Sales, Controlling, Industrial Operations

**Region:** Lippstadt, Germany

**Challenges:** Implementation of a professional business intelligence solution to link external market data with internal project data from an SQL server database, to analyze and to write it back into the SQL server database; Ensure extensibility with SAP data.

**Solution:** Introduction of QlikView and the INFORM extension **Write!** to edit inside QlikView as well as NPrinting as an archiving solution.

### Benefits:

- Easily combine external and internal data
- Editability of 45 fields per Qlik data set via Write! extension
- High future and investment security through linkability to any further data sources
- Information security through Single Point of Truth
- Presentability of complex models

**Data Sources:** SQL server database, Excel, SAP (in the future)

**Qlik-Partner:** INFORM GmbH

## Time to Value

# 6 months

to set up an SQL server database, create the data model and develop and deploy two applications

## Return on Investment

**Reduction** of time required for analysis and planning

**Optimization** of data quality and knowledge

The project initially started with the development of an SQL server database with data of existing projects, the so called HBPO Market Data Base (MDB). Subsequently the design of the data model followed as well as a complex access model to ensure that every employee could only view and administer project data from their individual area of responsibility.

A view-application was provided that allows a read-only and data analysis functionality as well a maintenance-application. This enables the administration of the data itself and the connection between internal and external market data.

Via the Qlik interface data is extracted from external databases and linked with project data from the MDB per excel transfer, 45 fields per .qvd-data set are editable. This enriched data is then rewritten back into the MDB. New projects, including the automated data linked with the market data, can be created.

QlikView NPrinting is used for the creation and distribution of individual and customized reports. It enables an easy to use and visually appealing report design via drag-and-drop in the formats Microsoft Office, Pixel-Perfect (.pdf) or HTML. The data and analysis for these reports are provided by QlikView.

NPrinting also offers an archiving functionality, that enables to save the current status quo of the HBPO Market Database at a specific time on a monthly basis. If changes are made in the application, these are highlighted in color to easily identify changes to the previous month – for instance the Start of Production Date.

## Application Areas & Benefits

The result is a central market database based on SQL servers, which is used as the sole information basis for integrated market analysis, strategic business planning and reporting via the Qlik interface. Currently 70 employees from management, business development, sales and controlling as well as industrial operations have access.

Macroeconomic information from the external database are considered and evaluated for a market segmentation, such as market volume and potential, region / country, project / product as well as market shares by customer, region or globally. Internal HBPO information is also considered and assessed.

These include the evaluation of the HBPO project portfolio, sales, volume per project and per customer, the evaluation of project status approval and project value participation, as well as order entry and competition analysis.

„Our BI pilot project presented us with some very complex challenges: this included the ability to write back, the rights concept and the entire data model“, concluded Kusber. „With the technology of Qlik and INFORM as a partner, we have mastered these challenges very well.“

## Future

The use of Qlik as an analytical solution is to be expanded to other areas in the future. For example, mapping of purchasing units such as supplier evaluations is considered.



“The biggest added value of the Qlik solution lies in its easy-to-access information transparency for our employees in the different departments, which has allowed us to significantly improve data quality.”

– Sebastian Kusber, *Information Management, HBPO GmbH*