



A2 Milk Company improves insights into international sales performance with help from WARDY IT Solutions

**Executive Summary:**

When the business case was presented to the board, it was approved immediately. The alternative was to employ two costly full-time business analysts tasked with reporting on global sales results. The finance team opted to build an SQL database based platform that easily integrated with their current applications and processes. The solution would also provide an expandable solution to meet future requirements. The company was now able to unlock the intricate financial sales information from A2Milk's ERP system. WARDY IT Solution's Business Intelligence consultancy provided the project implementation services and helped develop and broaden the project's scope to deliver greater efficiencies and reveal deep insights into international sales performance.

- Provide global sales revenues and analytics at near real-time four-hour intervals
- Build a Business Intelligence platform that would extend the usefulness of the A2 Milk's intellectual property
- Create the datacubes that deliver deep insights into sales performance by product, region and customer vertical
- Provide market views in a single currency helping provide like-for-like reporting comparisons
- Work with stakeholders to fine tune Excel pivot tables so that reports are more relevant and meaningful for their audience
- Deliver a completed QAD ERP to Microsoft SQL data translation solution project

**About Client:**

- Established in 2000
- 100 employees (Australia)
- Manufacturing
- Australia & NZ | UK | USA | China
- [www.A2milk.com.au](http://www.A2milk.com.au)



The A2 Milk Company (A2Milk) was founded in New Zealand to bring to market a new dairy milk product based on beta casein type "A2" protein. It was found that many consumers with sensitive digestion experienced discomfort caused from consuming milk containing the more common A1 protein. By using careful herd selection and breeding programs, A2 milk could be harvested and supplied to consumers around the world. The company is publicly listed on both the New Zealand and Australian stock exchanges and is commanding new markets globally thanks to its creative marketing initiatives.



WARDY IT Solutions helped us build a knowledge management platform that delivers exactly what we requested and has exceeded our most optimistic forecast's



David Bishop  
Senior Management Accountant - ANZ  
A2 Milk Company



## Client Challenge:

A2Milk needed to rapidly analyse sales data across their global theatre of commerce that incorporated the USA, UK, China and home base of Australasia. A2Milk's business operations depended on a QAD Enterprise Resource Planning (ERP) software application that integrated business processes and provided reporting directly to business unit managers. One system limitation was the lack of detailed sales reporting that would permit stakeholders to drill down to individual metrics and markets to provide granular insights on revenue generation performance. The goal was to deliver sales data in the familiar Excel Pivot Table format which could be used across the organisation for modelling and analysis. The complexity of the challenge came from integrating ERP connections with the proposed SQL database. Microsoft SQL specialists WARDY IT Solutions were asked to develop an integrated solution that would solve the challenge.

## Solution:

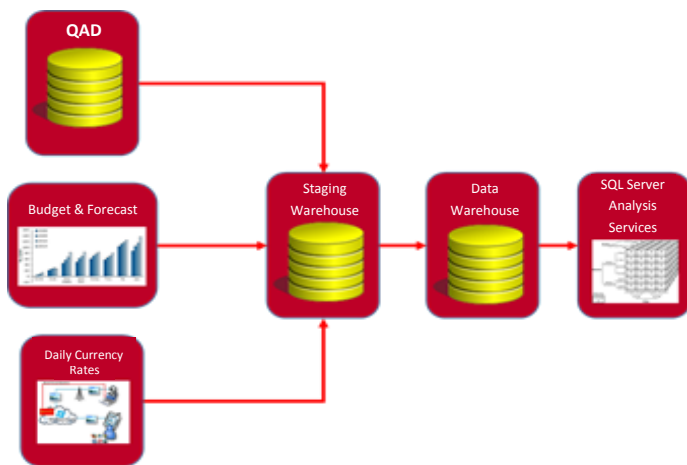
WARDY IT Solutions proposed a solution that would integrate seamlessly with the QAD's Enterprise Applications ERP Suite. This would add business value by building a robust knowledge management platform on an SQL database framework. This would freely exchange data between the ERP system and SQL database and unlock minutiae in the data that would enabling better utilisation of the organisation's digital assets. At the core of the project was designing and fine tuning the SQL cube that would provide the relevant data to members of the executive team.

## Outcome:

WARDY IT Solutions worked closely with A2Milk's finance team to implement the project seamlessly and without interruption to daily business operations. To engage with A2Milk's stakeholders more efficiently the project rollout was staggered allowing greater levels of consultation and regular updates to be shared. A2Milk's division managers had a clear vision of what they wanted to achieve and this knowledge exchange delivered a more efficient project execution. It also provided important validation that expectations were being met or exceeded.

## Technical Overview:

Extracting the right data from A2's QAD ERP production system was at the core of the project based on Progress. Proprietary software applications often rely on complex table structures which make data transformation difficult. WARDY IT Solutions, leveraged Microsoft SQL Server Integration Services (SSIS) to develop the ETL (Extract Transform Load) to feed data into SQL Server Analysis Services (SSAS) as a Multi-Dimensional Model. The data connection was validated and the integrity of the data transferred was verified.



## Conclusion:

By creating a Business Intelligence platform build on Microsoft's market leading SQL database, A2Milk have met their initial needs and are poised to expand system capabilities when business cases provide the justification. Microsoft's SQL is a flexible and adaptable foundation that A2Milk can use to add new visualisations, customer interactivity and cross-referenced insights that can help in the quest to increase company revenues. Even basic changes like displaying sales metrics in a common currency have allowed the management team to compare resource allocation and make rapid changes to processes and policy. Shareholders will be reaping the benefits from A2Milk's forward looking investment for decades to come.

- Rapid insights from international sales results can be updated at four hourly intervals
- Performance targets and sales forecasts can now be tracked in near real-time
- The need to employ two additional business analysts was annulled because the solution mapped and translated the "raw data" extracted from their ERP system into flexible Excel pivot tables
- Access to near real-time data has enabled trend analysis and streamlined proactive decision making
- Reports provide revenues in a single currency allowing comparative analysis of global markets using a common benchmark

## Products and Services:

- Project delivery based on time and resources
- Consultation and needs gap analysis
- SQL database design and programming
- Cube query design
- Support services

## About Wardy IT Solutions:

WARDY IT Solutions are Australia's leading SQL Server and Business Intelligence specialists. The company creates solutions that enable businesses to maximise returns on their investment in knowledge management. Through the extensive use of Business Intelligence, WARDY IT Solutions help their clients to realise the best possible dividend from their data assets. WARDY IT Solutions have received numerous industry accolades, most notably the prestigious Microsoft Global Platform Partner of the Year in 2013. The organisation is recognised internationally for their innovative solutions, training skills and unwavering commitment to education and furthering the interests of the broader Microsoft SQL Server community.



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### About Wardy IT

Wardy IT are a highly awarded global leader who help clients realise the best return on their Business Intelligence investment.

### Our Competencies

- Microsoft SQL Server Consultants
- Microsoft SQL Business Intelligence
- SQL Server Training and Support
- Virtual DBA