



## Data Analytics **CASE STUDY**

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

### About A2 Milk Company

- 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 (a2 Milk) 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.

### 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 and keep the lights on for a manually intensive Global Sales Reporting solution.

Instead, the finance team opted to engage WARDY IT Solutions to develop a solution on the Microsoft SQL Server Business Intelligence platform that integrated with their current applications and processes. The solution delivered was an expandable analytical platform to meet the current requirements which would scale for future business requirements. As a result of this solution the finance team were enabled to discover new insights from the existing 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. At a glance, the solution delivered;

- Global Sales Revenues and Analytics at hourly intervals with insights into sales performance by product, region and customer with business metrics for like-for-like reporting and uniform currency
- A Business Intelligence Platform that would extend the usefulness of the A2 Milk's intellectual property
- Training and Technical (Knowledge) Transfer which empowered users with Self-Service Analytics removing a growing burden on IT department reporting process
- A complete QAD ERP to Microsoft SQL Server data translation solution

## A2 Milk Company

“  
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

A2 Milk needed to rapidly analyse data across their global organisation which included sales across USA, UK, China and Australasia. A2 Milk's business operations are managed by QAD Enterprise Resource Planning (ERP) which integrates their business processes and provides reporting directly to business unit managers.

Unfortunately, one limitation of the QAD System was a lack of detailed sales reporting that allows users to drill down and into metrics so that cause and effect' analysis could be undertaken. Staff could easily identify the performance deviations but could not easily investigate the underlying reason for those deviations.

The goal was simple, deliver Sales insights within the familiar Excel environment which could be used across the organisation for modelling and analysis. The complexity of the challenge came from integrating ERP data. Microsoft SQL Server specialists WARDY IT Solutions were asked to develop an integrated solution that would solve that challenge.



### Solution

WARDY IT Solutions proposed a solution that would integrate seamlessly with the QAD's Enterprise Applications ERP Suite. This solution would add business value by building an analytical platform on top of the Microsoft Business Intelligence Suite so that users could interact with data with tools that they were familiar with (Excel). This would enable the exchange of data between the ERP system and the reporting solution which would unlock discovery and provide better utilisation of the organisation's digital assets. At the core of the project was designing and fine tuning the Analysis Services cube that would present relevant data to members of the executive team.

### Outcome

WARDY IT Solutions worked closely with A2 Milk's finance team to implement the project seamlessly and without interruption to daily business operations. To engage with A2 Milk's stakeholders more efficiently the project rollout was staggered allowing greater levels of consultation and regular updates to be shared. A2 Milk'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.

# Data Analytics CASE STUDY



## A2 Milk Company

### About WARDY IT Solutions

- Established in 2005
- 65 employees
- Information Technology
- Australia & USA
- [www.wardyit.com](http://www.wardyit.com)

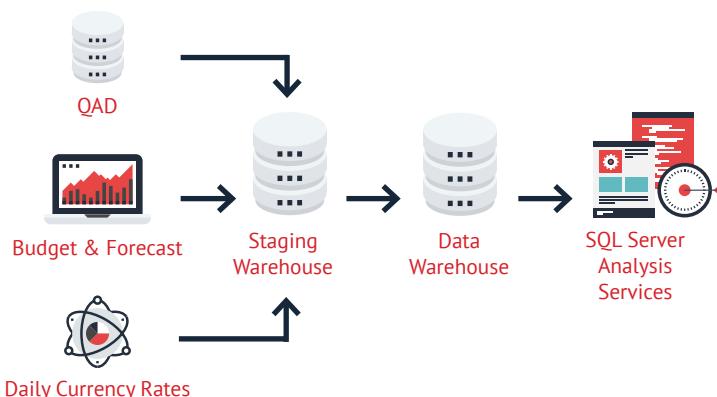
WARDY IT Solutions are Australia's leading SQL Server and Business Intelligence specialists. The company creates solutions that enable businesses to maximise returns on their investment in knowledge management. Through the extensive use of Business Intelligence, WARDY IT Solutions help their clients to realise the best possible dividend from their data assets.

WARDY IT Solutions have received numerous industry accolades, most notably the prestigious Microsoft Global Data 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. WARDY IT Solutions deliver:

- Project Delivery based on time and resources
- Consultation and Gap analysis
- SQL Server database design and programming
- Support services
- Managed Services and Business Intelligence Solutions
- Business Intelligence Consulting, including strategy, review, design and implementation of Business Intelligence Solutions

### Technical Overview

The key to success was extracting the right data from A2's QAD ERP system. Proprietary software applications (like QAD) often rely on complex table structures which make data transformation difficult. WARDY IT Solutions, leveraged Microsoft SQL Server Integration Services (SSIS) to develop the an Extraction Layer (ETL Layer) to feed data into SQL Server Analysis Services (SSAS) as a Multi- Dimensional Model.



### Conclusion

By creating a Business Intelligence platform build on Microsoft's market leading SQL Server, A2 Milk have met their initial needs and are poised to expand system capabilities should the need arise. Microsoft's SQL Server is a flexible and adaptable foundation that A2 Milk can use to add new visualisations, customer interactivity and cross-referenced insights that can help in the quest to increase company revenues.

Users are now Self-Empowered so that changes to reports can be implemented by those uses that seek to make change. There is no reliance on IT departments and change happens when the user wants it. They can create their own visuals and analysis without the need to introduce new IT resources or wait for 'someone else' to create the report for them.

Shareholders will be reaping the benefits from A2 Milk's forward looking investment for decades to come.

### Achievements, Products and Services

- Global Sales Revenues and Analytics at hourly intervals with insights into sales performance by product, region and customer with business metrics for like-for-like reporting and uniform currency.
- Reduction in two additional business analysts was annulled because the solution mapped and translated the "raw data" extracted from their ERP system into Excel with value being delivered to the users who needed it.
- Access to near real-time data has enabled trend analysis and streamlined proactive decision making



- Virtual DBA
- Data Platform Services
- Data Analytics Services
- Training

CONTACT  
1300 927 394  
[contact@wardyit.com](mailto:contact@wardyit.com)  
[www.wardyit.com](http://www.wardyit.com)

ADDRESS  
164 Wharf Street  
Spring Hill  
QLD 4000

INTERNATIONAL  
PH: +61 7 3054 5300  
UK: 0-800-098-8432  
US: 1-800-290-6831

SOCIAL  
Facebook  
Twitter  
LinkedIn