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CASE STUDY

Fill boosts analytics adoption by 400% to enhance manufacturing outcomes

Founded in 1966, Fill Gesellschaft M.B.H. has set global standards in manufacturing machinery for various industrial sectors. Fill focuses on data-driven core competencies such as robot processing, automation, image processing, and real-time monitoring. As the company expanded, now with over 1,000 employees, its custom-built data management solution wasn't able to keep up and was producing unreliable data. The company sought to modernize its analytics and restore performance standards for both internal users and customers.



Headquarters

Gurten, Oberösterreich, Austria

Industry

Industrial Manufacturing

Infor product

Infor® COM

Infor Global Financials

Infor Birst, Infor ION

Website

fill.co.at

“ We chose Infor Birst because it is a leading Cloud BI solution offered by our trusted partner Infor. We looked at other reporting services, but Infor Birst offered a complete and easy-to-use solution that we knew our users would adopt and trust.”

MARTIN REITER

Chief Sales Officer, Fill Gesellschaft M.B.H.

Pursuing a new set of performance standards

Fill's manufacturing operations and sales workflows were heavily reliant on the company's data management and analytics solution, which drove much of the ongoing decision making. Over time, the old system began to slow down in processing performance. Response times lagged and data output lost confidence across teams, which caused user activity to steeply decline.

"They didn't trust the data," said Martin Reiter, Chief Sales Officer at Fill, "especially in the service department where the custom-made solution sometimes delivered wrong numbers. And that's why...we decided not to use it anymore."

Ongoing releases and upgrades in other interrelated systems contributed to analytics lag and interoperability challenges. With all of that in mind, Fill recognized it needed a modern solution that could reengage users and provide actionable insights for decision making. Reiter noted that, "Costly, manual reporting processes and lack of data-driven decision making led to loss in opportunities and inefficiencies."

Modernizing data and analytics

What good is a system, even a slower one, that the users refuse to engage? Fill's leadership across sales, operations, IT, and other departments worried that their teams were no longer using a central business intelligence (BI) system for the data, and therefore had no unified basis for their ongoing decision making.

“ Since we deployed Birst, our analytics adoption has increased by 400%. We went from a few project managers to over 160 users across the sales, service, and purchasing departments gaining insights to trusted data in just a few easy clicks from their desktop or mobile device.”

MARTIN REITER

Chief Sales Officer, Fill Gesellschaft M.B.H.

Business challenges

- The company experienced low BI adoption with the old, custom reporting solution
- The legacy system was increasingly slow in performance and inflexible with new software integrations
- Users didn't trust the data generated by the old system, undermining confidence in ongoing workflows
- Users were forced to waste time by creating Microsoft Excel™ reports with data exported directly from the ERP

Users turned to spreadsheets and data entry to manage analysis and reporting that should've been much simpler and more straightforward. After some consideration, Fill selected Infor Birst® as the solution of choice, and joined with longtime partner **Solicon IT** to integrate the new system into its network infrastructure.

Partnering with Infor all over again

In this instance, an Infor solution was an easier choice because Fill had an established relationship with the company. Fill has been an Infor customer since 2000, and integrated Infor COM® as an ERP solution in 2004, staying current with releases since then. This established a comfortable and familiar Infor landscape throughout the company and opened the way to add Infor Birst to the ecosystem.

Reiter said, "The wish of our users was to keep the layout of the report similar to the older version, and to add some new things; that's why it was also a criteria to link it to the old layout of the former system."

Infor Birst provided a modern user interface with intuitive navigation from dashboard to ad-hoc analysis, helping users switch to the new solution without too much transition or training. As an all-in-one tool, Birst gave Fill greater capabilities with less maintenance for data modeling and integration, data visualization, ad-hoc analysis, pixel perfect reports, and web and mobile dashboards. One of the key reasons for selecting Birst is the ease of bringing together diverse data sources to provide a unified view of data for newer insights.

Expanding organization-wide capabilities

With the former system being used primarily by project managers, there are now nearly 200 users working within the new Infor Birst solution. Sales data has been included, giving the whole sales department, plus the service and purchasing departments the ability to create data reviews pulled from daily input. Plus, everyone has immediate access to the same data sets, allowing for better inter-department management and oversight.

Fill enjoys how sales can quickly check all manufacturing quotes, including factoring in all quote probabilities, filtered by customer and other variables. Project managers have one-click access to their individual and team projects, supplier revenue can be analyzed, and reporting is easier than ever.

Reiter also added, “And for the purchasing department, for example, we have free ports where they can get an overview of the revenue of the supplier, of the quality of the parts that he delivers, and so on. And these are all reports where you get the information very quickly and don't have to check or extract some extra sheets out of the ERP system.”

Business results

- Weekly sales reporting accelerated to provide on-demand daily reporting from any device for all users
- The increased use from a few project managers to 160 users across sales, service and purchasing, and project management has resulted in a 400% increase in analytics adoption
- Automated reporting has saved teams at least 40 hours per week of manual data management back-office team productivity has increased 5-10%

Streamlining strategic insights and results

The Birst integration has been done in successfully in implementation sprints, furthering Infor's reputation as a trusted partner for Fill's ERP and BI analytics. These individual stages of implementation allowed the Birst solution to be customized for maximal usability, and Infor continues to be welcomed across the organization.

Daily work across all departments has been streamlined, and different divisions have equally actionable views of the data. This has empowered productivity across the board and enabled better sales strategies to be developed. Fill is eager to move forward with a trustworthy data analytics solution, enjoying higher productivity and both cost and time savings.

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