



Building on Hard Facts

profitbase

Retail Case Study

/OPTIMERA/

As one of the three largest suppliers of building materials in the Nordic countries to consumers and professionals, the Optimera Groups take great pride in its satisfied customers and solid earnings.

"Our goals demand precision and flexibility in budgeting and analyzing our numbers. Using ProfitBase, we can plan in detail for any event and continuously control for deviations and continue our concentrated focus on quality," reports Ole Martin Thunes, Byggmo's controller. Byggmo operates 17 stores in Optimera's south region. And was the first of Optimera's three regional business units in Norway to implement ProfitBase.

Thunes goes on to say, "Our goal is, off course, to make solid earnings. Therefore, we needed a management tool that could provide us with well founded information based on our own data. Through budgets and analysis, and well-defined reports, Profitbase gives us a better foundation on which we can make accurate decisions".

Increased Quality

ProfitBase is a standard control and management tool, which can be installed with most ERP systems on the market. The system is based on modules, of which Byggmo utilizes the majority modules. According to Thunes, "Looking for an adequate tool, ProfitBase undoubtedly was our first choice. The solution is flexible with highly automated routines. Processes like finding deviations, which used to take a whole day, now is done within the hour, and we don't use time on irrelevant data which was just as big a problem as finding the essential information. With ProfitBase, focus and manpower is shifted towards analyzing the deviations instead of using valuable time to locate them. The data quality is better, delivered faster, and accessible to an increased number of users".

Presentation is Everything

ProfitBase is based on the MS SQL Analysis Services, with a multidimensional OLAP database (On Line Analytical Processing). ProfitBase runs on top of existing financial and ERP systems, and transfer of all data from the activity systems to ProfitBase is automatic. Selling building materials to consumers and professionals, Optimera's product range includes thousands of items. With close to 50 stores and approximately 1,000 employees, a vast amount of data is processed through ProfitBase.

"ProfitBase is our main control and management tool used to obtain data from all stores. We can benchmark across regions, do inventory analysis, key figure calculation, and present valid and important information to all interested parties. ProfitBase produces excellent reports and makes analysis on request, on the spot. It is an excellent presentation tool with uncomplicated graphs and illustrations," Thunes says, adding that everything is presented on screen via an easy-to-understand web interface.

Low Maintenance - High Output

Optimera made a few adjustments to ProfitBase during implementation, but the system remains close to standard and does not require much maintenance. "As there are different requirements in different regions we have to fine-tune the system and define suitable reports. When up and running, ProfitBase is practically maintenance-free." "Independent of location, whether you are in a board meeting or working in your office, you have all the information you need on screen with options for quick response, and drill-down and filter to mould the data to your needs. For us at Optimera, this means faster, easier, better decision-making, and pays off in improved quality and higher sales", Thunes concludes.

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*Ole Martin Thunes,
Controller
Byggmo
Optimera Group*

ProfitBase solutions
are powered by:



About ProfitBase

ProfitBase provides business performance management software and solutions to the manufacturing, retail, healthcare and services markets. ProfitBase software is used to build solutions that leverage the power of Microsoft SQL Server and Analysis Services to provide information workers with real-time business performance information and the tools for financial planning, budgeting and forecasting.

Information workers use ProfitBase solutions for decision support and to view consolidated information from their various disparate business systems so they can track key performance indicators and create better financial plans.

ProfitBase empowers decision makers with better information to make faster and smarter business decisions. ProfitBase solutions are out-of-the-box business intelligence and planning, budgeting and forecasting solutions that are easily configured and quick to deploy so businesses realize immediate value and fast ROI from their investment.

Learn more about how **ProfitBase** can deliver "BETTER INFORMATION FASTER" to your decision makers at www.profitbase.com.



ProfitBase AS
Headquarters
Stakkamyrveien 13
4313 Sandnes, Norway

Phone: +4797064000
Email: sales@profitbase.com

ProfitBase AS
Oslo Office
Martin Linges vei 25
1367 Snarøya, Norway

Phone: +4797064000
Email: sales@profitbase.com

ProfitBase NA Incorporated
3735 Rimrock Road
York, PA 17402
USA

Phone: +1 717 309 7006
Email: profitbase-info@profitbase.com



How Decision Makers Get...
"BETTER INFORMATION FASTER"