



## Haribo UK Achieves Reliable, Real-Time Reporting and Analytics Across the Business With Merit Intelligence



Haribo UK

From humble beginnings, manufacturing and selling confectionary products from a back kitchen in Bonn in 1920, Haribo is now a World market leader and the Number 1 gums and jellies brand in the UK.

Driven by the desire to improve its business reporting capability, Haribo UK's Finance Department initiated a project to find and implement an effective Business Intelligence (BI) tool. Having failed previously in an attempt to implement BI, they knew they needed a solution that provided efficient ways of reporting from M3 across the business and which delivered a single version of the truth. Within two months of choosing Merit Intelligence, departments were accessing reliable reports on which timely decisions could be made. Six months later, Merit Intelligence now enables reliable sales reporting, supplier performance measurement, stock availability reporting and warehouse analysis. Encouraged by the speed of implementation and quality of reporting, the solution is now being extended to other areas of the business.

### Enabling "one version of the truth"

Before implementing Merit Intelligence, Haribo UK had no formal BI solution, using a combination of Excel SQL pivot tables and AS400 queries for its business reporting. A previous BI project had failed due to its complexity, and BI tools generally had a poor reputation within Haribo UK. Recognising the inefficiencies of the current approach, Joe Walker, Business Systems Development Manager for Haribo UK, set out to implement a business

intelligence reporting tool which would provide a platform for efficient ways of reporting from M3. "We needed a solution that would work across the business and ensure there is one version of the truth," he said. "We needed a tool that would be fit for the future, work across the different departments and allow us to measure key KPIs across the business."

Following an evaluation of potential suppliers, Merit was chosen over two other BI solutions providers.

"We were impressed with the level of M3 experience of Merit's consultants and account manager," said Joe Walker. "The Merit solution was chosen due to the ease of installation and setup, and predefined reports linking to M3, combined with the overall total capability of the tool and the fact that it delivered the most competitive total cost of installation"

As a result, users throughout the business now have quicker, more reliable access to key business data.

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*“Merit Intelligence has given us an efficient way of creating any type of report that M3 cannot provide, for many different parts of the business.”*

**Joe Walker**  
Business Systems Development Manager, Haribo UK

## Reliable data and unexpected integration benefits

In addition, the Merit Solution delivered an added unexpected benefit for enabling third party system integration. Joe explained “we now use the tool to integrate to our central purchasing system in Luxembourg. Previously it required specialist external consulting to enable the integration and for support and ongoing maintenance. Now we just use ETL (Extract-Transform-Load) from the Merit tool.”

“Also data maintenance activities within M3 are improved, and are now scheduled to happen automatically daily.” Within 3 months, the solution was delivering reliable information for users across the business.

In addition to the Merit Intelligence reporting tool, Merit also provided installation, training and support to enable Haribo to implement the solution and roll it out across 50 users.

## Immediate and time-saving access to sales figures

The solution has had a particular benefit for Haribo’s account managers; they now have immediate access to their sales figures as they progress through the month, allowing them to compare year on year or against the entered forecast. “This was something the sales director

said he had been waiting 20 years for and it was delivered via this project in less than 8 months!”

Immediate access to the right information has empowered users to make timely and accurate decisions.

“It has certainly saved considerable amounts of time for numerous people in the business. Also, the ability to have a lot of this intelligence information immediately available is helping departments to spot issues before they become problems for the business and in a fast moving business, this is essential.”

## Responsive and knowledgeable support

Reflecting on the way the project had gone, Joe said “We feel we certainly selected the correct reporting tool in choosing Merit and continue to be impressed with its capability, specifically with regards to the ETL that builds the data reporting tables. Throughout the implementation, Merit has been responsive in dealing with questions and issues and supported us fully with our requirements.

“For the total amount this has cost the business to implement, other companies who use M3 or other BI products should strongly consider this tool and I continue to recommend it to people I speak to within the industry.”



“The use of Merit Intelligence at Haribo UK is an excellent example of how quickly the reporting capabilities can be enhanced for Infor M3 users in such a short time.

It is a pleasure to work with the highly professional Haribo team and we look forward to maintaining this successful collaboration to extend its new business intelligence capabilities to more users within the business.”

Mike Nutter, Executive Vice President, Merit

## Future plans for Merit Intelligence within Haribo

Following the success of the initial project, Haribo UK now plan to increase the number of users to 100, rolling out the solution to more people within more departments, over the next six months. They also plan to use more graphical reports such as KPI indicators. “Given we are also due to commission a new factory, it will be useful to have such a tool already in place.”



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