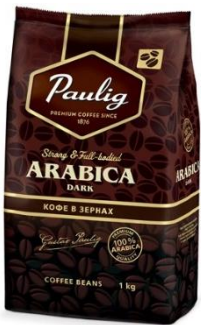# Paulig's business benefits from accurate forecasts

The Challenge

- Consolidate without managing Excel files
- Improve quality of data
- Improve forecasting
- Leverage scenarios

The Benefits

- Accurate forecasts
- Flexible
- Agile
- Easy to use
- Cost-effective
- Better business decisions

The Customer

Paulig is a family-owned, international group in the food industry that is noted for its high-quality brands and services. Operating in 13 countries with the largest markets in Northern Europe, the UK, the Baltics and Russia.

The Solution

Before moving to the Qlik-based budgeting and forecasting systems, data processing, counting, and prediction at Paulig were mainly based on Excel.

Paulig utilizes the **K4 Analytics** system provided by Visma Consulting in its prediction. Agile and easy to use, K4 is part of Qlik reporting and is an important tool in designing, especially now that Paulig grows through acquisitions.

K4 Analytics is a user-friendly budgeting and forecasting system.

"Consolidating data at all is now much easier when you no longer need to extract information from Excel or write aggregates and import them into other systems," says Business Controller Kaisa Örmä, who has worked with Paulig since 2011.

In addition to improving the quality of data, the preparation and updating of Group-level forecasts has become easier.

"With K4, we have a better chance of doing different scenarios about what the future looks like. They help us work out how some of our product and customer groups grow, making better business decisions".

Open and proactive project collaboration

Collaboration has been made in early 2016, when Visma designed the so-called Paulig Coffee Division model of rolling prediction.

Nowadays, Qlik-based forecasting and budgeting systems are being used in house more extensively.

"For us, this is an iterative project work model that introduces a new system, first into one division and then into another, one at a time. I also welcome the fact that if I observe K4 at the problem, I'll call as soon as Visma, and it has been repaired almost on the same day, " Örmä says.

The easy-to-use K4 Analytics is Örmä's view to be a good choice for the future.

"If we continue to use the Qlik Sense reporting system in the future, K4 will also play with it. Visma understands our business and its structure and is able to help in getting the structures in order.

So I can recommend Visma to other big groups.

And why not even smaller companies - flexible, agile and cost-effective when they are!"

A succesful project

- With K4, we have a better chance of doing different scenarios about what the future looks like
- Making better business decisions
- User-friendly budgeting and forecasting system
- Improving the quality of data
- Flexible, agile and cost-effective

"Agile and easy to use, K4 is part of Qlik reporting and is an important tool in designing, especially now that Paulig grows through acquisitions."

Kaisa Örmä – Business Controller

VISMA

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