

EiB Analytics Case Study

Core Business

SIGVARIS Britain LTD are part of a global group of companies, privately owned in Switzerland. They distribute their own manufactured medical compression hosiery to the medical industry, supplying the NHS, private hospitals, specialist clinics, hospices and end-users. Their products are available on prescription, so a large part of their sales is to pharmaceutical wholesalers and pharmacies direct.



Reporting Background:

“Standard reporting in Sage 200 just didn’t give us the level of sales reporting that our Business Development Managers needed to truly understand their territories. We wanted a depth of detail, reported by various criteria, on a monthly and year to date basis, and the criteria we needed was not able to be used within the standard reporting nor the Sage BI module of Sage 200.

To produce what we needed for our sales team, several reports had to be run within Sage and exported to Excel, after which multiple sorting and V-Lookups had to be carried out to compile several reports to show sales by territory, sales by postcode and sales by customer. This process required a staff member with considerable Excel skills, great attention to detail and accuracy, and above all... a lot of time!”

“The old adage ‘time is money’ is truly reflected in the speed in which we can now produce all our reports. What used to take a full month, now takes a matter of minutes... truly!”
Jan Briggs
Financial Controller

Stock Turn						
SIGVARIS_Sales, Sales						
Measures : Stock Turn Balance						
Calendar : April 2020						
Stock Turn Include : Include						
	May-16	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
+ All	9,110.50	11,890.50	13,165.50	13,597.50	18,197.00	12,917.00
+ MAINSTREAM	67.00	53.00	56.00	80.00	66.00	82.00
+ OTHER SERVICES	43.00	35.00	32.00	38.00	34.00	27.00
+ ACME	5,524.00	7,070.00	8,184.00	8,603.00	10,097.00	7,235.00
996293-C ACME LINEN 2 GLOVES MED NORMAL BLACK	6.00	6.00	6.00	6.00	6.00	6.00
996855-C ACME LINEN 2 ARM XLGE NORMAL GREY/BLACK	2.00	1.00	1.00	1.00	1.00	1.00
996859-C ACME LINEN 2 ARM LGE LONG GREY/BLACK	0.00	0.00	0.00	0.00	0.00	0.00
996865-C ACME LINEN 2 ARM XLGE NORMAL FLESH	3.00	2.00	2.00	2.00	2.00	2.00
996869-C ACME LINEN 2 ARM LGE LONG FLESH	0.00	0.00	0.00	0.00	0.00	0.00
996902-C ACME LINEN 2 SHOULDER SML NORMAL FLESH	0.00	3.00	0.00	0.00	8.00	8.00
996904-C ACME LINEN 2 SHOULDER LGE NORMAL FLESH	1.00	6.00	9.00	9.00	6.00	4.00
996905-C ACME LINEN 2 SHOULDER XLGE NORMAL FLESH	0.00	2.00	4.00	2.00	0.00	0.00
996907-C ACME LINEN 2 SHOULDER SML LONG FLESH	0.00	2.00	2.00	2.00	2.00	2.00
996908-C ACME LINEN 2 SHOULDER MED LONG FLESH	4.00	1.00	4.00	1.00	6.00	5.00

“It would take at least a full day’s work to produce and present the figures in this way. The information then had to be manually emailed to the sales team. Any resulting queries from any of the numbers questioned by the sales team, then had to be thoroughly investigated by tracing the source of the data to explain or justify the report. As the company grew and the sales increased, the sales team needed more and increasingly detailed information to make their business plans and drill down to bottom level information in what is a somewhat complex customer base.”

Improvements & Benefits:

“The EiB solution was a revelation! EiB’s standard ‘out of the box’ financial reporting was a bonus, even though this wasn’t the main driver behind our new Sales reporting solution. We are thrilled with the ability to look at, not only the P&L, but to drill down into the sales and costs at the touch of a button to quickly analyse where we need to make changes. It enables us to report to our Group in an easy, concise way, not only the basics but the underlying detail, quickly and accurately. The thought of going back to our old reporting methods, would mean employing another member of staff as our sales team grows and their thirst for data increases. Reverting back to our old reporting ways would stifle our ability to monitor our sales, therefore EiB has become an integral part of our ERP system.”

Sales Area by Post Code				Monthly Sales Summary YTD											
SIGVAR\S_Sales, Sales				SVG_Sales, Sales											
Calendar : May 2019				Years : 2019											
Measures : Line Total Value				Sales Include : Yes											
Version : Actual				Invoice Credit Document Status : All											
HOS : No															
Invoice Credit Document Status : Completed															
	Previous Year Result	Current Year Target	YTD	YTD	YTD	January	February	March	April	May	June	July	August		
	TOTAL	TOTAL	DIRECT SALES	PH SALES	TOTAL SALES	Tota	Tota	Tota	Tota	Tota	Tota	Tota	Tota		
Total	3,892,679.87	4,114,698.39	418,429.17	1,265,731.66	1,684,160.82	277,714.74	283,704.94	344,060.29	266,308.18	293,193.50	0.00	0.00	0.00		
S1	686,950.30	704,686.20	67,981.73	225,311.83	293,293.56	301,719.68	291,898.75	343,552.31	269,214.08	313,788.07	323,001.36	320,832.29	329,093.39		
S2	410,019.77	479,424.64	31,440.52	145,258.20	176,698.72										
B	52,747.96	59,432.72	1,450.61	20,764.27	22,214.88										
CB	18,164.70	21,603.79	2,987.49	5,264.57	8,252.07										
CO	28,134.50	29,395.31	271.04	11,974.64	12,245.68										
CV	15,670.75	17,512.83	3,285.75	5,188.82	8,474.57										
DY	22,280.91	25,771.29	0.00	9,367.68	9,367.68										
IP	28,716.96	30,558.74	2,444.25	12,860.03	15,304.28										
Sales by Area & PC															

“The original mandate for sales reporting has

been exceeded in the extreme. Now we’re not only able to produce the original reports, but the ‘drill-down’ on these reports enables the sales team to analyse their sales, focus on the areas and customers that are not fulfilling their expectations and even check that what they imagine is happening in terms of orders, is true. Being able to compare year to year or month to month in a dynamic way, has been an amazing additional bonus we weren’t expecting. The value of having access to this level of detail, even daily if they want, is invaluable and in no small part the reason why our sales graph is rising. Our National Sales Manager can now monitor the team results and thus focus on helping and improving any areas that may not be achieving their full potential, quickly and easily. Back office functions using EiB have become a pleasure instead of a chore.”

Jan Briggs adds: “Given the complexity of our customer base and the products we sell, the EiB solution has simplified our reporting to literally a touch of a button. We have also been extremely impressed by the tenacity of the EiB consultant, who met the challenge head on and didn’t stop until he had mastered the complexities and produced not only what we wanted, but even more than we expected. He did such a good job, that we are currently considering commissioning even more complex reports and have every confidence that these will be deliverable too.”

Further Information:

For further EiB Analytics case studies & product information, visit www.excelinbusiness.com

For information specific to this case study contact casestudies@excelinbusiness.com