

## REFERENCE CASE

# Accell Group minimizes risk, reduces costs and improves output with PlatformManager



CUSTOMER NAME	BRANCHE	GEOGRAPHY	ARCHITECTURE	DEPARTMENTS
Accell Group	Manufacturing	Europe	QlikView 12; SAP IQ; SAP BO	Sales, Purchasing

## CHALLENGES

- Application lifecycle management for both SAP BO and Qlik
- To optimize collaboration between the developers of the BI-team
- To minimize risk and downtime

## SOLUTION

Accell Group build a holistic business intelligence and analytics environment for all functional areas – with the exception of HRM - whereby they use PlatformManager for application lifecycle management.

## BENEFITS

- Better collaboration between developers through version control and change management
- Less downtime as previous versions can be restored within seconds
- Application lifecycle management in one platform for both SAP BO and Qlik

## ABOUT ACCELL GROUP

Accell Group is active across the world in the middle and higher segments of the markets for bicycles and bicycle parts and accessories. The company is market leader in Europe and is among the largest players in North America in terms of sales via specialist bicycle and sports retailers. Accell Group is also Europe's market leader in electric bikes. The company's portfolio includes strong national brands and leading international (sports) brands that together provide an extremely complete and complementary range of products for all cycling-related needs. Accell Group's best known brands are Batavus (NL), Sparta (NL), Koga (NL), Loekie (NL), Ghost (Ger), Haibike (Ger), Winora (Ger), Raleigh and Diamondback (UK, US, Canada), Lapierre (Fr), Tunturi (Fi), Atala (IT), Redline (US) and XLC (international). At Accell Group, data analytics is embedded throughout the organization to create holistic views of customers and other business entities. This allows for visual insights into data, the monitoring of KPI's and the identification of new business opportunities.

We speak with 3 members of the business intelligence team at Accell Group about their business intelligence architecture, the business advantages of data analytics and how they manage their business intelligence and analytics environment on a day-to-day basis.

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**Bram Talstra, Johan Molenaar & Onno Oosterkamp,  
Members of the BI-team, Accell Group**



“At Accell Group, the business intelligence team is part of the holding whereby we serve Germany, France, the Netherlands, Hungary, Spain and the United Kingdom. In 2010 the decision was made to centralize the data warehouse, business intelligence and analytics. Prior to this, each brand and each entity had their own, custom-made solution for analytics. This wasn’t scalable for us as organization,” starts Bram Talstra, team leader of the business intelligence team until early 2017. “As starting point we made a thorough analysis of the business needs. Which reports were required? Which challenges did the business want to overcome? Following a selection process we decided to build our own data warehouse based on SAP IQ and to deploy SAP Business Objects. Qlik was added to our stack as SAP Business Objects didn’t tick all the boxes: our business requires data analytics to be available as self-service solution on mobile devices.”

The team at Accell Group deployed the complete architecture, from data warehouse to analytics, within a couple of months, quickly resulting in a positive ROI. Bram Talstra: “The two pillars of our business case were improved efficiency and better insights. And this is precisely what we achieved, especially with the visual data analytics Qlik offers to our sales departments, our purchasing departments and our senior management. We have many tablet users who are on the road. Prior to our deployment of Qlik they came into the office and printed a weeks’ worth of reports as preparation for their visits. When a question came up during a meeting, they had to contact our inside sales teams to see if they could look up the answer. Today, Qlik allows them to interactively analyze reports on their tablet, to discuss benchmarks, to drill-down into specific areas of interest and to immediately answer questions during a meeting. Not only is this more efficient, this makes every conversation they have much more worthwhile and to the point. We believe we earned our investment in Qlik back just by the savings on paper & telephone costs, let alone the efficiency increase.”

Asking the Accell Group what their recommendation would be for other companies centralizing their BI-environment, they are quite certain: application lifecycle management. Johan Molenaar, developer business intelligence: “Preparation is everything. Following the analysis of the business requirements, we knew that our environment was going to be big.

We wanted to offer one holistic business intelligence universe and decided to do this in a professional way. We wanted to build at least 12 Qlik apps and we knew that BI-applications can quickly grow into large files with many objects, so we required a solution for application lifecycle management. We started with QlikView Script for version control, but as soon as Platform Manager from In4BI became available in 2014 we switched over, as this would allow us to organize and control the development and promotion of all our BI applications, both SAP BO and Qlik. Platform Manager offers extensive version control, and supports collaboration between our four developers when building new applications. All dependencies are visible, and restoring a previous version takes only a single click. Whilst working accurately is important, it’s good to be able to go back to a previous version without downtime, to see which changes have been made or to analyse impact.”

The team at Accell Group is happy with the choices they have made. Onno Oosterkamp, replacing Bram Talstra as teamleader business intelligence early 2017: “Looking back, we are proud of what we’ve achieved. Our choices have been right. Take Qlik for example, the platform is extremely stable. We have little to no work maintaining the Qlik apps we’ve developed in 2011 and training new users is done in no time. Platform Manager offers us a great environment for application lifecycle management, for both SAP BO and Qlik, allowing us to minimize risk, reduce costs and improve output. Whilst by now all functional areas at the Accell Group, except HRM, are using business intelligence we’ll continue to extend our position by rolling out into new geographies and service areas and further improving functionalities.”

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