



**Customer:** The Kruuse Group  
**Web Site:** www.kruuse.com  
**Customer Size:** 250 employees  
**Country or Region:** Denmark  
**Industry:** Manufacturing  
**Partner:** timeXtender  
**Web site:** www.timextender.com

#### Customer Profile

The Kruuse Group, based in Marslev, Denmark, is a global leader in the supply of products needed for treatment and care of all animals—small and large.

#### Software and Services

- Microsoft Server Product Portfolio
  - Microsoft Windows Server 2003 Enterprise Edition
  - Microsoft SQL Server 2005
- Microsoft Dynamics AX

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## Veterinary Supplier Drives Sales, Cuts Costs with Business Intelligence Solution

“The timeXtender and SQL Server solution has completely changed the way that we use business intelligence at Kruuse. It’s now the basis of better decision making, more targeted sales contacts, and even new marketing programs.”

Morten Spangaard, IT Manager, The Kruuse Group

*The Kruuse Group, a global leader in veterinary supplies, wanted more intelligence than it was getting from its Oracle-based business intelligence system. So Kruuse turned to timeXtender 2.0 software and Microsoft® SQL Server™ 2005. It now hosts 5 data cubes instead of 1, and 30 standard reports instead of 3. Customizations that took two weeks are now implemented whenever needed. Better analysis drives sales, marketing, and operational efficiencies.*

#### Business Needs

More than 100 years old, the Kruuse Group is a leading provider of veterinary products. To keep the business growing, Kruuse executives seek every strategic and competitive advantage.

Unfortunately, their database system, based on Oracle software, wasn’t providing that advantage. To boost performance, the company created a separate data cube from which to run reports. But the company’s IT

team—a staff of 5 for a company with 250 employees—lacked the time to create and maintain more than that one data cube. That meant Kruuse executives could pull basic sales and revenue statistics, but little more. They could not get drill-down information on specific customers or insights on a raft of issues, from internal operations to vendor performance.

“We couldn’t see into our warehouse and distribution system to evaluate the

performance of our people,” says Morten Spangaard, IT Manager, The Kruise Group. “We couldn’t get up-to-date and detailed information on the performance of our salespeople. We didn’t have information that we could act on—it was locked away in Oracle.”

The relative inflexibility of the data system also meant that it was time consuming and difficult to customize existing reports. It could take two weeks, for example, to add a column to a report in response to a request from an internal user. The three standard reports available to users had to suffice.

Kruise executives considered several business intelligence options. They rejected Cognos software because of what Spangaard calls its “poor performance” in Kruise’s native Denmark. A solution from Business Objects would have been prohibitively expensive, Spangaard adds.

## Solution

Kruise got its business intelligence solution—and at a cost-effective price—from timeXtender, a Microsoft® Gold Certified Partner. The solution teams timeXtender 2.0 business intelligence software with the Microsoft SQL Server™ 2005 relational database.

The timeXtender 2.0 software serves as a front-end business intelligence application for SQL Server 2005, one that’s especially designed to ease and expedite the process of creating and maintaining data cubes.

The solution takes advantage of the functionality in SQL Server to enable users without any programming knowledge to extract, transform, and load data; cleanse data errors to improve the quality of data; generate online analysis processing cubes

with various types of dimensions; and create data warehouses with multiple data marts.

At Kruise, the solution runs on an IBM xSeries 365 dual processor server computer running the Windows Server® 2003 operating system. It pulls data from Kruise’s existing accounting system, which is based on Microsoft Dynamics™ AX software.

The original project scope from Kruise was to re-create its data cube of revenue information in the timeXtender and SQL Server technology. That process, for which the company allowed 20 days, was completed in 3 days.

Kruise and timeXtender then went on to create cubes for warehouse performance, vendor statistics, delivery statistics, and financial data on costs compared with budget.

Kruise plans to continue to enhance the timeXtender and SQL Server solution. For example, it plans to accelerate the update schedule—cubes are currently updated every night—to every hour, to enable near-real-time data. And it envisions adding cubes for the warehouse and purchasing departments.

## Benefits

“The timeXtender and SQL Server solution has completely changed the way that we use business intelligence at Kruise,” says Spangaard. “It’s now the basis of better decision making, more targeted sales contacts, and even new marketing programs.”

One key reason for the more powerful use of data at Kruise is the greater speed and ease with which its business professionals can access business intelligence. “You don’t need to be a programmer anymore to use

the business intelligence solution,” says Spangaard. “You don’t need to know coding. This is business intelligence for everyone.”

In place of one IT professional working full-time to deliver customizations that took two weeks, nearly half the Kruise staff can create and access a custom report whenever they wish. The standard reports available to Kruise employees—just 3 under the old solution—now number 30. The IT staffer responsible for business intelligence now dedicates 75 percent of his time to more productive and strategic functions.

Kruise is implementing business intelligence in highly productive and profitable ways. Sales force territory managers now start every business day with a report on that day’s sales visits—and what the customers have been buying and not buying.

That enables managers to identify new sales opportunities with those customers. The company can also target product-specific discounts to encourage spending by key customers.

Additional reports track freight and packaging costs, so that Kruise can optimize expenditures in those areas. It is also able to evaluate the performance of sales staff and vendors more closely, quickly, and accurately than before.

Even what Spangaard calls “routine” budget meetings have been transformed, with executives conducting deep-dive analysis on budget versus actual revenues and expenditures in ways not possible before.