Wing Yip Tracks Wholesale Performance

Food importers are facing the double challenge of rising prices and currency fluctuations. For the UK's leading Chinese and Oriental wholesaler, Wing Yip, it has become essential to be able to track not only turnover but also margins by product group to maximize profitability.

Founded over 40 years ago, Wing Yip now has stores and a national distribution network supplying Chinese restaurants, takeaways and food service companies throughout the country. With headquarters in Birmingham, the group has a turnover of £98 million. Wing Yip processes six million invoice lines a year, creating an information resource that can deliver real insight to the business, especially in understanding performance trends.

Until recently, however, the company has been reliant upon the time consuming process of extracting information from its ERP system (CSfD) into Excel. Each new report or additional piece of information required time to create; whilst the resultant report was not easy to interrogate to attain additional insight.

Having identified clear opportunities to improve business insight, from ad hoc analysis and report distribution, to dashboards for the board, Wing Yip turned to SAP partner Edenhouse Solutions. Edenhouse recommended the SAP BusinessObjects product stack to provide multiple ways to present and interrogate information, and included SAP Data Integrator to provide data extraction and consolidation from CSfD.

Wing Yip is taking an iterative approach to the project, with Edenhouse using SAP Data Integrator to load succinct sets of information into a data store, rather than

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embarking upon a longer data warehouse project. In just ten days Edenhouse was able to create a simple data warehouse that provides Wing Yip with three years' historical data. Information is currently updated on a monthly basis, but Wing Yip plans to use ETL to populate the reporting database with daily snapshots of stock holding and stock adjustment data, as well as sales information. This will provide a platform for monitoring performance trends as well as the creation of tailored dashboards for the board.

Edenhouse has also delivered a fast track training programme in Data Integrator and other SAP BusinessObjects tools to a core set of Wing Yip employees in IT and Finance, enabling the company to rapidly begin to use these tools during the project phase, whilst being mentored by Edenhouse.

Wing Yip is in the process of exploring this new data source, creating a number of sales reports, by stores, by account customer and product group. The 180 product groups within CSfD have been refined to 12 core groups as the basis for the initial sales analysis. The company can drill down from these 12 groups into the existing major product groups and down to products to gain real insight into profitability.

Sales reports are now being provided to both store managers and board members to support day to day decision making and provide a platform for on going discussions about store direction. The company is also exploring its stock position information to deliver further insight.

Wing Yip plans to leverage the functionality of SAP BusinessObjects to understand margin across the business and develop board level dashboards delivering day-to-day performance trends including weekly sales performance and historic performance, taking into account changeable dates that include Easter and Chinese New Year.

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