



Robinson's Brewery improves sales targeting with SAP BusinessObjects

Executive Summary

In the past few years, as the pub industry has suffered a well publicised downturn in fortune, it has become essential for brewery companies such as Frederic Robinson Ltd to understand changes in performance across the estate. In the tough, highly-competitive freehouse market, licensees are tempted to buy from wholesalers. Success therefore demands a detailed assessment of the trends in purchasing behaviour and the mix of services and products delivered to each house to enable the company to target sales and promotional activity far more effectively.

Founded in 1838, independent family brewer Frederic Robinson is one of Britain's largest regional brewers with an estate of over 400 houses. The company brews a number of brands, notably Unicorn & Old Tom, in addition to supplying houses with other products.

Robinson's has been using SAP Crystal Reports to provide sales and finance reporting from Microsoft Dynamics NAV. To improve its operational effectiveness in this challenging market, the company needed to improve the timeliness and flexibility of reporting, bringing together sales, costs, including rents, as well as promotions, very quickly. To achieve better reporting control and improve the speed of reporting, Robinson's decided to create a data warehouse.

The company turned to SAP BusinessObjects partner Edenhouse Solutions to deliver the data warehouse and upgrade from Crystal Reports to SAP BusinessObjects to improve the performance of reporting. Edenhouse worked with Robinson's to create new reports that leverage the ability to combine summary level information by product and by house.



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By tracking sales by product across its 400 houses, Robinson's can use exception reporting to identify changes in purchasing behaviour quickly. This enables the company's Business Development Managers (BDM) to prioritise sales activity and undertake targeted, product based promotions to achieve a sales uplift.

Edenhouse has also redesigned many of the existing transactional reports to run against the data warehouse, most notably the sales reports which are run upwards of ten times a fortnight. The improved performance has reduced the time to run each report from an hour to minutes, providing a significant benefit to the business.

In addition, Robinson's asked Edenhouse to develop a number of Key Performance Indicator reports for management and also improve the quality of credit control reporting for both finance and the BDMs. The KPI reports encompass sales performance and margins by house, as well as analysis by product.

Automatic scheduling ensures the BDMs now receive a weekly email with a range of reports including sales analysis and credit control, providing complete visibility of customer performance. Frederic Robinson's is also using the data warehouse to respond to specific queries from regional managers. Bespoke reports can provide immediate insight into key day to day issues affecting BDMs, from the performance of on going promotions at specific houses to the offer of free goods to houses.

Indeed, the company is also keen to proactively support licensees during difficult trading conditions. The improved credit control reporting – which is also available to the BDMs – is providing the company with early insight into potential financial problems across the estate, enabling the delivery of a tailored package of measures to support licensees.

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