

***Winning in a competitive marketplace by sharpening customer and product intelligence to drive profitability...***



**The Challenge**

In order to remain and become more competitive Clover SA focuses on understanding its customers and products and their respective contribution to overall organizational profitability. This is achieved by planning (budgeting) at the customer/product level and measuring actuals against that plan. Simulating changes in sales volume (e.g. at product group level) and having a system break this down to customer and product level is also a key requirement.

***“We at Clover don’t get excited about most things, in fact we could be described as quite a cynical lot...but Macs has excited us!”***

This is no easy task considering Clover SA has over 361 stock keeping units (sku) that explodes into over 7000 sku/depot/branch combinations with 24,000 customers and over 1 million transactions per month. Clover SA invested in various software initiatives, first attempting its own development projects and then more recently buying a well known BI Planning Tool. These efforts were not met with great success. Either the functionality was not able to deal with the complexity or the high volume of transaction data or processing times were totally unacceptable. By chance Clover SA was introduced to Macs software, stepped through an initial presentation, carried out a pilot and then decided to implement the software.

**Macs Rescue**

“Macs has really been able to deal with our complex requirements in an uncomplicated manner, enabling the business to take ownership of the software and providing us with real customer/product intelligence that can help us weed out the non-performers from the performers. Macs has enabled us to report plan vs. actual income statements at the customer/product level. Our planning time has also been reduced significantly from 25 man-weeks to 5 man-weeks. Clover is now able to forecast and simulate various selling and pricing scenarios. We are more competitive than before we implemented Macs,” says Johan van der Watt, Accountant and Group Manager at Clover.

***We have reason to be excited... Macs is saving us time whilst sharpening our intelligence to make better, more informed decisions” Johan van der Watt, Group Manager, Clover SA***

**Macs Technology in Comparison to a BI Planning Tool**

When asked the question, “How Macs compares with his previous BI Planning Tool?” Johan van der Watt, Group Manager, Clover SA responds, “If I were able to deal with the same level of complexity it would have been an inflexible, cumbersome solution, taking days to summarize 1 million transactions per month. Whereas with Macs, data preparation and summarization takes a mere 3 hours.”

Regarding implementation time Johan says, “Macs standard functionality already includes what I want to do, I just have to make my choices, do my configuration and away I go. If I were able to achieve just on the Sales side what I wanted to in the BI Planning Tool my project time would have been between 40-52 weeks – compared with Macs my project time was only 5 weeks!”

“With Macs I am not constantly relying on IT. We, the business can take the application and run with it. It is easy enough for non technical people to understand and use, we can make changes ourselves. We can take control of our own environment without reliance on IT or costly consultants.”

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**About Clover SA - Dannon:**

With a turnover in excess of \$600m and a staff complement of more than 6,000 Clover SA processes milk in 13 factories and distributes its range of well-known dairy and related products including JV Dannon products through 30 distribution depots.