

timeXtender®



Carl Hansen & Son

CUSTOMER STORY

## No more bottlenecks!

With an annual growth of 30% during the past three years, the illustrious Danish furniture company, Carl Hansen & Søn, experiences a true success.

In order to keep track of the increasing global demand for the line of chairs and tables that comes in a multitude of wood types and colors, the company needed a tool that – in a clear and uncomplicated way – would present reliable key data of the backlog orders and invoiced sales based on each product and country. And with subsidiaries in Canada and Japan and dealers on three continents, complex data needs to be monitored.

“The future success of our business depends on whether we work with valid data or not”.

CEO Knud Erik Hansen, Carl Hansen & Søn.

Quite simply, it is all about getting the right products to the right place at the right time”, explains CEO, Knud Erik Hansen. IT Manager Peter Bjarne Andersen adds: “With timeXtender we can trust the data we extract and no longer need to question whether the figures are right, realistic or trustworthy – because now they are. It has freed a lot of valuable time that we now use on analyzing our business, enabling us to focus on how we can influence the bottom line”.

### No more bottlenecks

According to Peter Bjarne Andersen, one of the most important advantages Carl Hansen & Søn expects to reap from using timeXtender is the independency from external IT assistance. External consultants are often a timely bottleneck to the business operations. But with timeXtender, power is put into the hands of the persons responsible for the future of the business rather than keep it isolated in IT.

“If we had chosen manually to code what timeXtender gives us, we would not have had a solution up and running already plus it would have been extremely difficult for us to maintain. With timeXtender our initial costs are kept at a minimum, with a lucrative cost of ownership to come”, Peter Bjarne Andersen states. He continues: “Our success depends on our ability to adapt to the changing demands on the global high-end furniture market. Instead of being at the mercy of external IT consultants each time we need to make even a small change, we now have the in-house expertise to handle the code ourselves”.

### Trouble shooting made easy

With timeXtender, the users are no longer required to understand the technical details of the generated code. Peter Bjarne Andersen explains: The technicalities of the solution are ‘translated’ into tools that our organization can understand and put to use. Now we can actually maintain and improve our data quality ourselves. “We simply make better market decisions with quality data and yield increasing ROI on our efforts. If we know enough about our market, we can be proactive rather than reactive to the changes in demand”, concludes Peter Bjarne Andersen.

With timeXtender, the new headlines at Carl Hansen & Søn’s are data transparency and usability. “Now, data errors are eliminated at a very early stage and our analyses delve deeper, giving us an accurate picture of our business. In short, the availability of data and credible knowledge provides us with a valid and flexible basis for decision making”, CEO Knud Erik Hansen concludes.





#### About timeXtender:

timeXtender® is a world leading vendor of agile ETL and data warehousing software dedicated to the Microsoft® SQL Server® platform. timeXtender was named Microsoft ISV Partner of the Year in Denmark in both 2010 and 2008. More than 1500 satisfied customers in 29 countries can't be wrong.

[www.timextender.com](http://www.timextender.com)

#### About Carl Hansen & Son:

The annual revenue of Carl Hansen & Søn is approximately US\$ 25 million. The head quarter is situated in Denmark with world wide dealers in Asia, Europe and North America. After a successful installation in Denmark, step two is to implement timeXtender at the company's subsidiaries in Canada and Japan.

[www.carlhansen.com](http://www.carlhansen.com)

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Carl Hansen & Søn

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