

timeXtender®



Expedit

CUSTOMER STORY

“Finally we have a Business Intelligence solution that we can further develop ourselves”

“We want to maintain and further develop our position as one of the most successful and reputable providers of store solutions in the Nordic region. To achieve this we need to continuously measure how sales are going, our finances, and production and so on. In short, we need a lot of key figures or KPIs – Key Performance Indicators. And, for that we use a new Business Intelligence solution with Targit and timeXtender. This is a tremendous relief for me when I think of our former BI solution.”

So says Dorte Clausen who is Business Controller at Expedit, a company who has its headquarters in Hadsten, north of Århus. Expedit is among the leading providers of store solutions and shop inventory in the Nordic region, and is increasingly producing according to each customer’s specific requirements with regard to form, materials and colours.

It is a company that focuses on high quality and on-going product development. Expedit is more and more acting as a consultant in developing tailor-made store solutions for their customers. These solutions are delivered according to the customer’s specific specifications and without deficiencies. In many cases, Expedit’s own fitters also install these solutions so that the customer’s new store can open on Monday morning with everything ready and installed.

Quality, flexibility and precise, error-free deliveries are key values for the company. Therefore, a smooth functioning Business Intelligence system is a must.

The actual BI tool is the Danish product Targit from the company in Hjørring of the same name. More than 60 employees use it daily in all of Expedit’s departments in Denmark, Norway, Sweden, and Finland. timeXtender is used to retrieve data for the Targit users from the main systems, which is primarily the ERP system Aspect4 (from the EDB group and job and time registration system ProMark from Mark Information).

“With timeXtender, we have a future-proof solution that gives us many new possibilities.”

Business Controller Dorte Clausen, Expedit

Dorte Clausen says:

We have had the Targit system for more than 2 years and it has always worked brilliantly, and the users really like it. But before we got timeXtender it was a huge problem when we had to retrieve data from the main systems to the OLAP cube, from which Targit retrieved its data. This is the task that the professionals call ETL – Extract, Transform and Load. It was a temporary solution that demanded “hard” programming and even the IT people couldn’t figure it out – neither ours nor IBM’s – with the exception of one man at IBM! So it was very expensive and it was such an irritating and time-consuming bottleneck. And when the IBM consultant quit his job and was no longer available to help us we had to find another solution.”

timeXtender – A reliable solution

Expedit looked at many possibilities including timeXtender. And it was pretty convincing. Dorte Clausen remembers,

“You could say that the consultants from timeXtender “came, saw, and conquered” with a very convincing demo where they showed that timeXtender was so easy to use that even we could manage the ETL tasks without any external help. We could save at least 80% of the previous expenses, which meant that the price for obtaining the solution could be paid for in about one year. Plus, we – and in practice it’s usually always me – can complete the ETL task ourselves so we no longer have to wait for an external consultant to find the time to help us.”

So timeXtender was chosen as Expedit’s new “ETL tool” with Dorte Clausen as the “super user”. This happened in the fall of 2007. At the time of this writing, December 2007, she has only used it a few months. But already the solution has lived up to Expedit’s expectations:

“timeXtender has really lived up to the promise of user-friendliness. It’s really easy to work with. And if I ever need support from timeXtender, which is rare, then I get the support I need right

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Business Controller Dorte Clausen, Expedit

away. I would also like to comment on the system's error messages. Unlike almost all other IT systems not only are they easy to understand – without all the strange code – but they are also much more informative than we are used to. They don't just explain that there is an error but they also propose how the problem can be solved."

A future-proof solution

The first months with timeXtender are being used to load all the ETL retrievals that were defined in the old system into the new system. So now Dorte Clause is ready to take on new tasks. And she expects a lot:

"With timeXtender we have a future-proof solution that gives us a lot of new possibilities which we never had with the old system. So now we will start to develop a line of new Business Intelligence solutions. We expect that timeXtender in the coming years not only will further develop their product but they have promised us that they will do so based on their customers' requirements and priorities."



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

About Expedit:

- A leading provider of store solutions in the Nordic region.

Expedit, with almost 400 employees and headquarters in Hadsten, north of Århus is a leading provider of store decoration and inventory in the Nordic region.

A large and increasing amount of their production is produced according to customers' specific needs with regard to form, materials and colours. And when a customer needs to establish a new store it is often Expedit that not only delivers the equipment but also installs it. And they do this with tight dead-lines and demands for error-free deliver and installation. The customer demands are reflected in Expedit's 5 key values which are: proactivity, consistency, credibility, value-add and flexibility. Expedit has in all 6 companies in Denmark, Sweden, Norway and Finland with production units in Denmark and Sweden.

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