

timeXtender®



Wrist Europe

CUSTOMER STORY



Goodbye to old-fashioned ERP-reports

“It took us about 375 hours to build a functionality with an associated restitution report in Microsoft® Dynamics™ AX. Simply by approaching the process as a Business Intelligence task, timeXtender® generated the exact same report in only few hours.”

When acquainted with timeXtender®, project manager and software responsible at Wrist Europe, Brian Lindgaard Jensen never expected that he would be the source of such a statement. He simply did not believe that timeXtender was able to owe up to its promise of cutting 80% of the time building a new data warehouse. “I was proven very wrong”, Lindgaard says: “In one week, the structure of our future data warehouse was completed.”

Building on independence

Wrist Group had two major challenges when the search for a Business Intelligence tool began.

First of all, the company knew that the data quality was poor, and influenced forward-acting decision making negatively. Wrist has spent vast amounts of resources balancing data and correcting discrepancies between cubes and sources. With timeXtender, the company is able to control the quality of the data and gain a much faster and valid basis for decision-making.

Secondly, Wrist Group did not have the IT resources to build a BI system themselves. The IT department consists of five persons whose only responsibility is to operate and handle the maintenance of hardware and software. Any decisions about buying new IT equip-

ment lie solely with the business. A weighty requirement to the future Business Intelligence solution was therefore that Lindgaard himself and the other business developers in Wrist would be able to work the system themselves: This demand too was fulfilled with timeXtender.

Navigation geared to the future

Wrist Group has not been accustomed with instantaneous views of their business. Because data derives from different ERP-systems, it took the finance department quite some time to piece together the report that shows turnover per country.

In comparison, it took a specialist from timeXtender only three days to set up the BI tool, transfer all data and build four major cubes: Business operations, purchase, warehouse and customs/logistics. “I had expected it to take 10 days”, Lindgaard says with a wry smile and stresses how important it is to work with snapshot business information. “Now I can get to the data I need – whenever I need it. timeXtender enables me to navigate ahead wisely,” explains Lindgaard Jensen.

The development of Wrist Group is impressive: In 2004 the entire group had a turnover of DKK 10 milliard. In 2006, the result had almost tripled. Navigating in waters of highly solvent companies, Wrist Group has moved into a league where trustworthy data are the alpha and omega of a continued and steady growth. “All the more reason for us only to deploy in intelligent software like timeXtender that can handle the additional flow of data deriving from big business”, says Lindgaard Jensen.

Hard-nosed development

Lindgaard Jensen believes that business intelligence has nothing to do with IT: “Business Intelligence lies solely with the management. As such, timeXtender supports hard-nosed business development. It is a tool that can be handled even by business analysts like me. In other words: I am not dependent on external IT consultants any longer, but can actually hire people with a business mind rather than a programming mind to handle and develop timeXtender further so that it fits the exact needs of Wrist Group. It minimizes our dependency on named resources and the need for SQL programming as the system automatically generates the code.”

So far, timeXtender has been implemented in one out of Wrist Group’s three divisions.

“Trustworthy data are the alpha and omega of a continued and steady growth.”

Brian Lindgaard Jensen, project manager and software responsible at Wrist Europe.



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 Wrist Group:

Wrist Group A/S is the parent company of a group of three division serving the shipping and off shore industry worldwide. Wrist Group was founded in Aalborg in 1966, and has from a very humble start grown to a company with more than 30 subsidiaries and offices worldwide. Today, the Group employs some 850 persons worldwide with headquarters in Aalborg, Denmark. The 2006 revenue shows an impressive DKK 26 billion. May 2007, Wrist Group A/S was sold to the Nordic private equity fund Altor.

www.wrist.com

