QMetrix

Future proofing a fine wine family business

> *From guiding us through the licensing that best fit our needs to mentoring on best practice implementation methods, we have known QMetrix to be helpful, knowledgeable and responsive to our needs.*
>
> *— Andrew Holgate, Applications Manager, Brown Brothers*

Iconic Brown Brothers Milawa Vineyard Pty Ltd (Brown Brothers) is one of Australia's leading family owned wine companies, operating in regional Victoria for over 120 years. With five vineyards across Victoria and three vineyards situated in Tasmania producing over 30 varieties of grape, Brown Brothers has established its reputation as a producer willing to experiment with innovative grape varieties.

Challenge

Since 2001, Brown Brothers had relied on a Business Intelligence reporting environment powered by IBM Cognos Analytics.

It was continually expanded to eventually support all aspects of the business including sales and marketing, brand management, finance, inventory and stock valuation, winemaking (including vintage intake, grape and wine supply), purchasing, manufacturing and packaging, distribution, customer service, and resource and business planning.

The use of data to support business decisions is firmly embedded within the Brown Brothers corporate culture, with reporting being used by nearly half of Brown Brothers' employees.

While still providing enormous business value, this extensive environment was ageing and posed limitations in functionality.

Brown Brothers consulted with QMetrix to investigate options for an upgrade that would allow them to introduce new functionality, further improve efficiency and to confidently face future business challenges.

They needed:

- Fit-for-function reporting options which would simplify reporting for users while enriching capability for analysts and advanced users

- Consolidation of many data sources, further streamlining the environment while introducing new analysis capabilities

- Simplification of the technical environment by removing many custom coded components that had been built to facilitate automation within the old environment

- To increase knowledge and supportability for the system into the future, de-risking this critical infrastructure of the business

- Dashboarding, event processing and mobile reporting capabilities

Solution

Deployability

With [IBM Cognos Analytics](#), Brown Brothers has been able to tailor the system to best fit each user's needs. For some users, this has resulted in a more intuitive interface through the use of professionally authored reports with selectable filters, and increased user confidence over the numbers presented.

For advanced users, powerful capabilities in analysis studio have provided new flexibility. They are able to select and group data items, and create custom reports as needed, simply by using the drag-and-drop interface.

Out in the field, reporting via mobile devices such as iPads has improved through incorporation of reports from the Cognos system into the 'Sales at Work' CRM used by the sales team.

The advanced scheduling capabilities of Cognos are leveraged to ensure that up-to-date information is available to the sales team when they are out on the road.

Supportability

The Brown Brothers reporting environment sources data from various back office and transactional systems such as JDE Enterprise One, TSM Vintage, Info Genesis POS and VineToMarket, as well as external distributors and retailers.

Through the migration process, the advanced modelling capabilities of Cognos has allowed approximately 70 OLAP (Online Analytical Processing) cubes to be consolidated to just 25. This vastly simplifies the deployment environment and provides scope for even greater insight into business operations.

In addition, the event processing capabilities of Cognos have been utilised to re-architect the nearly 200 reports that Brown Brothers use for maintaining application data integrity. These reports ensure that orders have been entered correctly, items have been created with proper flags and business processes are progressing appropriately.

Previously this was quite a complex process and placed considerable load on the JDE system, but now the reports only run when data integrity issues are detected.

These changes have reduced business risk by greatly simplifying the implementation architecture and eliminating custom coded components used extensively in the past.

Brown Brothers' solution

Business Intelligence and Analytics consulting
Learn more

Implementation

The upgrade took 12 weeks and was completed on time and within budget. The project delivered a more intuitive and comprehensive Business Intelligence platform that was easier to support, provided immediate ROI and laid a platform to take Brown Brothers reporting capability into the next decade.

Impact
For Brown Brothers

Fit-for-purpose deployment options, tailored for easy reporting and advanced analysis as needed by each user

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Advanced data modelling capabilities

Consolidation of sources, delivering greater insights, and a simplified environment which has reduced business risk

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Mobile capabilities to enable field reporting

The capabilities of IBM Cognos Analytics are both deep and broad. Following this initial project, Brown Brothers are looking to bring finance reporting online, implement dashboards to provide a more consistent initial view for users, and the possible deployment of Mobile BI.

"We have been able to tailor the BI deployment to each user's requirements rather than the 'one size fits all' approach of the past. QMetrix consultants have been very knowledgeable and willing"

— Andrew Holgate, Applications Manager, Brown Brothers

QMetrix

QMetrix provides professional advisory services that empower our clients to operate with the agility needed in today's business environment. Our corporate Budgeting and Planning, Master Data Management, and Business Intelligence and Analytics solutions help to drive better business performance.

We work together with clients to achieve the right outcome for their unique business, providing end-to-end solutions from analysis to design and delivery. We serve clients across Australia and have offices in Melbourne, Sydney, Brisbane and Perth.

Learn about QMetrix's Business Intelligence and Analytics solutions →

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