



### Business challenge

As it grew organically and by acquisition, Huurre found it challenging to assimilate financial data from its many divisions, limiting management's ability to understand overall performance.

### Transformation

Huurre is a world leader in green refrigeration and refrigeration automation solutions. By teaming up with IBM Business Partner Valamis to deploy IBM® Planning Analytics hosted in the IBM Cloud™, Huurre uncovered the group-wide financial insights its decision makers needed to drive the company's ongoing success.

## Results

### Saves

time and effort for Huurre's financial department, increasing productivity

### Provides

a single version of the truth for group-wide financial performance

### Powers

better decision making by placing insights at managers' fingertips

# Huurre

## Limbering up for international growth with better group-wide visibility of financial performance

Huurre provides energy-efficient CO2-based refrigeration systems and refrigeration automation solutions and services. Its primary customers include ice rinks, retail operations, food producers, warehouses, professional kitchens and medical facilities. Employing 650 people in five countries, Huurre is headquartered in Vantaa, Finland.

*“Financial reporting from IBM Planning Analytics helps us identify where we’re performing strongly and where we need to adjust our strategy. With help from IBM and Valamis, Huurre is sharpening its focus on key areas for growth.”*

—Olli Niiranen, Business Controller, Huurre

Share this



## Feeding an appetite for energy-efficient refrigeration

The demand for environmentally-friendly, low-energy refrigeration solutions is rising, as companies seek to ramp up their green credentials and cut costs. Huurre is leading the response, developing state-of-the-art CO2 systems that deliver exceptional performance alongside lower energy and running costs.

Headquartered in Finland, Huurre has extended its reach further within northern Europe through a combination of organic growth and acquisitions. The company's previous financial planning tool was not powerful enough to offer a comprehensive overview of performance, providing static reports that were time-consuming to generate.

Olli Niiranen, Business Controller at Huurre, explains: "In the past, we had a decentralized business model with many divisions in multiple countries. Each finance team had to log into our existing planning tool remotely to upload data and run reports. We decided to consolidate as an organization and introduce a new, more flexible solution for financial analysis."

## Stepping into the cloud

Determined to keep costs down and flexibility high, Huurre began looking for a cloud-based financial planning tool. Following a thorough review of solutions available in the marketplace, the company chose IBM Global Financing to minimize the impact on cash flow.



---

***"We can build every report we need within [IBM Planning Analytics], whereas other solutions would require much more complicated development."***

—Olli Niiranen, Business Controller, Huurre

---

Huurre engaged IBM Business Partner Valamis to assist with the implementation. Niiranen comments: "IBM recommended Valamis to us, and they proved a highly committed, flexible partner with the expertise we needed."

With help from Valamis, Huurre kicked off the project by switching one division over to the new planning tool for actuals reporting, before extending it to the entire group and adding new functionality incrementally. A few months ago, Huurre upgraded to the most recent version of the solution: IBM Planning Analytics. Today, the company accesses data from its Enterprise Resource Planning (ERP) platform and accounting systems to the solution as a basis for analytics and reporting, building monthly forecasts, weekly sales reports and long-term plans.

"We wanted a software-as-a-service offering so that we could avoid the expense and hassle of managing infrastructure and didn't have to over-provision on licenses," says Niiranen. "The IBM solution satisfied our requirements as it's cloud-based, has broad functionality and is simple to access from anywhere – so our employees across Northern Europe can use it with ease. We opted for a financing deal from IBM to spread the cost of our investment."

“Now, our finance teams can use the Microsoft Excel add-in within IBM Planning Analytics to create their own reports using a familiar interface,” says Niiranen.

## End-to-end insights

With IBM Planning Analytics, Huurre has increased the efficiency of its financial planning and reporting processes dramatically. The solution provides dynamic reporting, giving users greater flexibility about how they analyze data.

“Feedback from users about IBM Planning Analytics has been positive,” comments Niiranen. “They can create more detailed reports in less time than before, allowing them to focus on using the data rather than managing it. They can adjust the variables they include in their reports, rather than starting from scratch each time. As a result, it’s much more straightforward to respond to ad hoc requests for information from the business.”

Huurre has gained better group-wide insight into financial performance, putting the company in a strong position for further expansion. Niiranen explains: “Our operations are complex, but IBM Planning Analytics makes it simple to get an overview of our financial performance. We can build every report we need within the platform, whereas other solutions would require much more complicated development.”

Equipped with the insights from the IBM solution, Huurre can enable better decision making, putting it on the path to greater profitability.

Niiranen concludes: “Financial reporting from IBM Planning Analytics helps us identify where we’re performing strongly and where we need to adjust our strategy. With help from IBM and Valamis, Huurre is sharpening its focus on key areas for growth.”

## Solution components

- IBM® Global Financing
- IBM Planning Analytics

### Take the next step

IBM Analytics offers one of the world’s deepest and broadest analytics platform, domain and industry solutions that deliver new value to businesses, governments and individuals. For more information about how IBM Analytics helps to transform industries and professions with data, visit [ibm.com/analytics](http://ibm.com/analytics). Follow us on Twitter at @IBMANalytics, on our blog at [ibmbigdatahub.com](http://ibmbigdatahub.com) and join the conversation #IBMANalytics.

### About Valamis

Valamis is a digital learning company specializing in workforce development. The company also has strong expertise in analytics, automation, and data science, and offers the Valamis – Learning Experience Platform. Valamis’ customers are large organizations spanning across all industries, but predominantly in finance and insurance, complex manufacturing, and professional services. Headquartered in Joensuu, Finland, Valamis operates internationally with offices in the US, UK, Germany, and Russia.

© Copyright IBM Corporation 2019. 1 New Orchard Road, Armonk, New York 10504-1722 United States. Produced in the United States of America, March 2019. IBM, the IBM logo, ibm.com, Cognos, and TM1 are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml). Not all offerings are available in every country in which IBM operates. The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. All client examples cited or described are presented as illustrations of the manner in which some clients have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual client configurations and conditions. Contact IBM to see what we can do for you. The client is responsible for ensuring compliance with laws and regulations applicable to it. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the client is in compliance with any law or regulation. IBM Global Financing offerings are provided through IBM subsidiaries and divisions worldwide to qualified commercial and government clients. IBM Global Financing lease and financing offerings are provided in the United States through IBM Credit LLC. Rates and availability are based on a client’s credit rating, financing terms, offering type, equipment and product type and options, and may vary by country. Non-hardware items must be one-time, non-recurring charges and are financed by means of loans. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice and may not be available in all countries. IBM and IBM Global Financing do not, nor intend to, offer or provide accounting, tax or legal advice to clients. Clients should consult with their own financial, tax and legal advisors. Any tax or accounting treatment decisions made by or on behalf of the client are the sole responsibility of the client. For IBM Credit LLC in California: Loans made or arranged pursuant to a California Financing Law license.

