



Ekornes ASA

*Gaining new insights and driving sales with
BLU Acceleration*

Overview

The need

To help grow revenues, particularly of underperforming brands, Ekornes wanted to enable key staff to access enterprise-wide sales figures, but sheer volume of data presented significant challenges.

The solution

Ekornes upgraded to the latest IBM® DB2® with BLU Acceleration database to accelerate reporting capabilities and give sales and marketing managers rapid access to crucial figures.

The benefit

Faster insight into sales figures ensures sales and marketing teams have the information they need, when they need it, to make timely, data-driven decisions and increase sales.

Norwegian furniture manufacturer Ekornes prides itself on providing its customers with high-quality, stylish, comfortable and ergonomic furniture. The company manufactures, markets and sells popular products of various brands around the world. With almost 87 percent of Ekornes' sales revenues driven by its two most well-known brands, Stressless and Ekornes Collection, the company is constantly looking to drive sales of its other product brands, including Svane and IMG.

With the vast majority of furniture produced in Norway and sold by sales offices across Europe, North America, Asia and Australia, Ekornes depends on integrated SAP ERP applications and SAP Business Warehouse, in combination with an SAP BusinessObjects analytics solution, for a unified overview of sales.

SAP Business Warehouse and SAP BusinessObjects allows Ekornes to do advanced, complex reporting. This is particularly important for sales managers, as it provides them with a global overview of operations and enables them to make smarter, data-driven decisions in their sales efforts. When Ekornes noticed that crucial reports took several minutes – slowing down everyday workflows – the company knew it needed to do something about it to help sales and marketing teams in their drive to boost sales, strengthen Ekornes' leading position in the market and increase revenues.

Hosting partner Basis Consulting helped Ekornes to optimize the performance of its SAP Business Warehouse with IBM technology. "Basis Consulting highly recommended IBM DB2 with BLU Acceleration. We can fully rely on their experience and they continuously help us increase IT efficiency at a competitive price," says Tor Ervland, System and Application Manager, Ekornes.



Solution components

Software

- IBM® DB2® with BLU Acceleration

Applications

- SAP BusinessObjects
 - SAP ERP
 - SAP Business Warehouse
-

Quick and easy implementation

Ekornes works closely with Basis Consulting, and the combined team considered possible ways to improve reporting performance. Having hosted Ekornes' SAP environment on SUSE Linux Enterprise Server for many years, Basis Consulting recognized that IBM DB2 with BLU Acceleration would provide the most high-performance and cost-effective solution for Ekornes.

To help Ekornes slash the time taken to generate sales reports, Basis Consulting recommended that Ekornes leverage the innovative features of IBM DB2 with BLU Acceleration. Tor Ervland recalls: "Basis Consulting knew exactly what to do – the company was already operating our entire SAP environment and it completed the deployment of IBM DB2 with BLU Acceleration from first tests until go live in just two weeks."

With IBM DB2 with BLU Acceleration, Ekornes did not have to change or upgrade any hardware. What's more, upgrading to IBM DB2 with BLU Acceleration is included in the company's license, making it a highly cost-efficient solution.

Faster insights, better business decisions

Thanks to IBM DB2 with BLU Acceleration, Ekornes is experiencing a significant performance improvement for its mission-critical SAP ERP and SAP Business Warehouse applications.

IBM DB2 with BLU Acceleration requires fewer hardware resources than other database systems and uses the available capacity more efficiently, which has given us a significant boost in performance across all our SAP applications without increasing hosting costs.

Ekornes is particularly impressed by the built-in support that IBM DB2 with BLU Acceleration provides for SAP Business Warehouse. By moving to column-organized database tables, the company gains important business insights 10 times faster. Staff now have rapid access to the data needed to generate sales reports, which saves them around five hours a week and enables them to work more productively and make better-informed business decisions quicker than ever before.

Bottom line: With IBM DB2 with BLU Acceleration, employees can get answers to sales-related questions flexibly, as and when they need them. Better performance and the ability to run more complex analytics very rapidly helps Ekornes better understand the business and optimize processes, helping the company in its effort to drive sales all across the world.

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— Tor Ervland, System and Application
Manager, Ekornes

About Ekornes

Ekornes, the largest furniture manufacturer in the Nordic region, produces and markets a range of well-known, high-quality brands, including Stressless – one of the world’s most famous furniture lines. Ekornes employs over 2,300 people and achieves annual profits of NOK160.5 million (USD20.1 million).

To learn more about Ekornes, please visit www.ekornes.com

About Basis Consulting

Based in Oslo, Norway, Basis Consulting specializes in SAP hosting services. Its team of SAP-certified consultants delivers high-quality hosting services to keep its clients’ businesses running smoothly.

To learn more about products, services and solutions from Basis Consulting, please visit www.basis-consulting.com

For more information

To learn more about IBM DB2, contact your IBM representative or IBM Business Partner, or visit the following website:
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IBM AS
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Produced in Norway
July 2015

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