

## Ryvita's Business Intelligence Helps Make a Healthy Leap into New Markets

"Anyone who has Microsoft® Dynamics™ NAV should also be using PrecisionPoint for all their reporting needs." *Financial Controller, The Ryvita Company Ltd.*

**Summary:** *Over the last five years Ryvita has transformed from a producer of whole grain crispbread to a leader and pioneer in a new range of healthy food products. This change in strategy demanded a business intelligence tool that would provide detailed analysis of the growing range of new products and would drive business decision making across the business. PrecisionPoint Business Warehouse provided Ryvita with an immediate and flexible reporting environment that would support their fast paced business. The solution was also chosen because it seamlessly integrated with their ERP system, Microsoft® Dynamics™ NAV (formerly Navision) with minimal interruption. Since installation the finance department has decreased by 25% and Ryvita has transformed from a 100% single product line manufacturing company, to a customer focussed health food organisation. As a result Ryvita has taken a "healthy" lead in the competitive market of health food snacks.*

### Situation

Established in 1925, Ryvita is a trusted food brand and is renowned for its healthy food products. As part of Associated British Foods, the company enjoys sales of £50m and exports to over 20 countries worldwide.



With an increasing worldwide interest in healthy eating, Ryvita's business had

entered an exciting phase of growth. With the introduction of new product lines, Ryvita demanded a reporting system that could provide detailed profit and sales analysis of customers by product type. Financial Controller, Kevin Joy, knew that they would struggle to get this information out of their IBM AS400 accounting system that was far too slow, rigid and inflexible for their needs.

In Spring 2005 this was replaced by Microsoft Dynamics NAV (then called Navision) which ticked all the right boxes in terms of speed, flexibility, and capacity to support the processing needs of the growing number of business functions.

To choose a compatible business intelligence tool Ryvita management established a selection team comprising of sales, marketing, operations, IT, and finance functions with the help of Clarita Limited, their Microsoft Dynamics reseller. Initially they tested a simple Excel-based reporting tool which connected directly to the Dynamics NAV database but it quickly became apparent that this product was far too sluggish, difficult for users to learn and not dynamic enough for the level of product line analysis Ryvita users required.

### Solution

When Clarita introduced PrecisionPoint Business Warehouse, from PrecisionPoint Software, it was immediately clear that it had the level of flexible, dynamic analysis and interactive reporting Ryvita end-users were seeking to be self-sufficient and agile. Ryvita was particularly impressed that the response time for even the most complex reports was immediate.

Furthermore, compared to traditional BI tools and solutions it was available for a fraction of the cost with minimal implementation time and end-user training. The PrecisionPoint product was ordered on 30th March 2005 and it was installed on Thursday 7th April in just two hours.

Kevin Joy was overwhelmed by how easy PrecisionPoint was to implement. "It was almost a non-event because it was so quick, simple and used minimal if any IT resource. It is the best money I have ever spent on an IT project. If all IT projects were like this I would be laughing."

After only a one day training workshop users realised significant time savings for the finance function. Business users could produce a higher quality of standard financial reports or sophisticated management reports quickly and easily from the same reconciled business warehouse.

Kevin Joy continues "It is also so easy to use. Everyone has taken to PrecisionPoint in a matter of hours and we experienced no teething problems while people got used to working with the Business Warehouse. It was a real relief."

## Benefits

### Time Savings

For the Finance team, the first group of major users, the benefits have been immense and immediate. The time taken to produce the P&L report was reduced by 90%, from 2 hours to 10 minutes.

PrecisionPoint has enabled Ryvita to improve their management reporting timescales from 8 man days to 5. The management accounts pack used to require the manual production of five reports and their consolidation to one. This is now 90% achieved in PrecisionPoint with a significant reduction in manual intervention which means the margin for error is also significantly reduced, improving quality of reporting at the same time.

"Previously there involved a huge amount of manipulation to get the numbers into the right format. What we have gained with PrecisionPoint is the accounting time it used to take producing the numbers as the process is now fully automated", explains Joy. "Also for a company ramping up we needed more sophisticated sales and marketing information. With PrecisionPoint I have this at the touch of a button, whereas I would have had to employ a fulltime person to achieve this with our old system."

### User Empowerment

Jessica Hooper, Ryvita's Management Accountant, echoes the sentiments of all of her colleagues when she explains her response to PrecisionPoint. "I am absolutely thrilled to bits. Although I'm a competent Excel user, I would hesitate to class myself as a "power user". PrecisionPoint BW is just so easy to use and the ability to adapt and update reports is phenomenal. It is so liberating not to be dependent upon an IT department to be able to respond to special requests for report changes. Each month since our implementation the quality and depth of our reporting gets better. Our Finance Director, Ian Vincent, now always checks whether the report is produced with PrecisionPoint."

### Improved Business Focus

Kevin Joy reflects on how the organisation has transformed. "Everyone in the company is now involved in value added activity to some degree and most end-users have taken on a cross-functional role.

We now have more product lines, that need to be researched, created and launched and this is a big part of what we do. The Finance department has decreased by 25% and is no longer the number crunching department, just pouring out numbers. Finance provides a valued support function to the sales and marketing team."

Jessica Hooper agrees. "I can see us starting to add more value as a team. We are now able to devote a greater proportion of our time to analysis rather than processing, to deliver financial information and indicators of far greater relevance to the decision making process within the business."



PrecisionPoint reports are being used for decision making right across the business, and now all employees receive reports created out of PrecisionPoint. "It is such a different situation to be in," says Joy, "users are keen to get hold of the data so they can take more active responsibility for their business decisions. We see PrecisionPoint as a huge aid to the quality of our planning and operation in the future."

### Value of Investment for the Future

A big factor for Ryvita choosing PrecisionPoint Business Warehouse was that it easily, quickly and inexpensively synchronized with their chosen ERP system, Microsoft Dynamics NAV. Once implemented it immediately allowed the business to gain full access to the vast volumes of data held within Dynamics NAV and Ryvita have been maximising the value of their investment ever since.

Recognising the potential for further return on investment by going the integration route with the Microsoft 'stack' Kevin Joy is looking at rolling out a series of upgrades. In the near future these include Microsoft® SharePoint® Portal Server 2003 which will provide the business with a centralised place for creating reports, and adding Supply Chain analysis and reporting to the PrecisionPoint suite of applications.

# Case Study: Ryvita

PrecisionPoint  
Software



---

## Solution Overview

### Company

The Ryvita Company Ltd  
[www.ryvita.com](http://www.ryvita.com)

### Customer Profile

Ryvita is a trusted food brand and is renowned for its healthy food products. As part of Associated British Foods the company exports to over 20 countries worldwide.

### Business Situation

With an increasing worldwide interest in healthy eating, Ryvita's business entered a phase of growth. The company's existing financial systems were far too rigid and inflexible to satisfy their evolving financial reporting needs.

### Solution

PrecisionPoint Business Warehouse was chosen for its flexibility, dynamic analysis, interactive reporting and because it easily integrated with their ERP system, Microsoft® Dynamics™ NAV with minimal interruption

### Business Benefits

- o Time saving - 90% to produce P&L report and management reporting 8 man days to 5.
- o Finance department decreased by 25%.
- o Interactive, flexible tool, to adapt to the dynamic needs of users.
- o Reporting shapes decision making right across the business.
- o Optimises access to vast volumes of data held within Dynamics NAV – maximising value of investment.

### Partners

PrecisionPoint Software  
<http://www.Precision-Point.com>

Clarita Limited  
<http://www.ClaritaSolutions.co.uk>

### Vertical industries

Food Manufacturing

### Country/Region

United Kingdom/EMEA

## ABOUT PRECISIONPOINT SOFTWARE

PrecisionPoint Software Limited is the company that brings sophisticated business intelligence (BI) to Microsoft® Dynamics™ customers.

PrecisionPoint Business Warehouse is a trusted and reconciled data warehouse for Microsoft® Dynamics™ applications including Dynamics AX, Dynamics NAV and Dynamics GP (formerly Axapta, Navision and Great Plains). PrecisionPoint BW is high on business content including finance, sales, supply chain as well as operations information, and can be installed in as little as a day. There are hundreds of satisfied end-users in production with PrecisionPoint solutions at companies including Boehringer-Ingelheim, Ryvita, Rotary Watches, Sega Europe, Steinway & Sons, TomTom International, Habitat for Humanity, Harrods Aviation and Twinings.

PrecisionPoint Software is headquartered in Bracknell, UK with a US HQ in Waltham, Massachusetts and sales and support offices in New Jersey, California, Texas and Johannesburg, South Africa.

For product and partner contact information visit [www.Precision-Point.com](http://www.Precision-Point.com) or email [Info@Precision-Point.com](mailto:Info@Precision-Point.com)