



Industry

Manufacturing
Distribution
Consumer Goods

Solution

Planning & Reporting

Integrated with

Lawson Movex
Lawson Movex DW

Client

GWA Group

GWA Group designs, manufactures, imports and distributes domestic and commercial building fixtures and fittings including sanitaryware, tapware, and showers.

Through its stable of iconic brands such as Caroma, Fowler, and Dorf, GWA has been a household name in Australia and New Zealand for over 60 years. The overall group employs over 1,600 staff in Australasia with annual turnover close to \$600 million.



Challenges

IT burden

GWA needed a new approach. Reporting, planning and analysis was hampered by access to an ERP that was complex and required major IT resources for each new report. To analyse sales meant filtering, extracting, and manually manipulating data. This meant a different answer depending on who created the report.

Improving agility

Budgets depended on complex linked spreadsheets. Independent sales budgets were created from a customer and product perspective – with only the total in common. Forecasts were based on high-level assumptions, with no means of building up costs from the detail – essential for a manufacturer. “Whether with sales performance or inventory levels, we needed the ability to plan for the future and react rapidly to change.” Said Malcolm Dagg, GWA’s Commercial Manager. “We didn’t have insights into the business and we couldn’t make effective decisions”.



The Bootcamp was a dream and, in a week, we had achieved core GL reporting. You saw Jedox in action on your own data, and got tangible outcomes.

Malcolm Dagg
Commercial Manager





I said “Well, let’s just see if we can do this with Jedox”, and within a couple of minutes we had a live Jedox spreadsheet. The user said “wow, that makes my life so much easier”.

Malcolm Dagg
Commercial Manager



Why ND & Jedox?

After comprehensively evaluating Business Intelligence (BI) products, GWA discovered Jedox was the best choice. With a strong experience in BI and Performance Management, Malcolm clarified the standout reasons, “The four things we found: Total Cost of Ownership was one consideration. Performance was another. Flexible writeback was paramount - that was a drop-dead decision point. And finally, our confidence in the implementation team.”

GWA began with a one-week Bootcamp as a proof-of-value. The Bootcamp diligence made the Jedox decision safe and effective because it rapidly proved business outcomes before broader rollout.

Solutions that endure

Self-service means empowerment

Implemented during the budget cycle, Jedox transformed access and engagement in the budget processes. As Malcolm describes, “we now budget at a level of granularity that had never been achieved before and powerful reports are being created by the end-users”. They also have one source of the truth. “With Jedox, it’s one set version of the truth that can be viewed in different ways. It’s the same data being used consistently across the organisation.”

Performance, not overheads

Since the initial Bootcamp in 2010, Jedox has reliably provided GWA all its needs for planning and reporting initiatives, including Enterprise Budgeting & Forecasting, Daily Sales Reporting, Product claims KPI’s, Management Reporting, and Inventory Analytics. And when GWA Bathrooms & Kitchens integrated two businesses, Jedox proved indispensable in helping them manage the much larger consolidated business immediately, without merging the ERP systems.

People across GWA depend on Jedox daily, including Sales, Marketing, Finance, Demand and Supply planning. Jedox’s flexibility means new projects are deployed quickly, and empower people by giving them easy and rapid access.

And how many people support Jedox? As Malcolm concludes: “One. Not even one full-time employee. There are two business people, and both combined are less than one full-time equivalent.”



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