

System Ensures Quality, Quality Results in Success

Hydraulics specialist Hänchen relies on MIK for financial controlling

Since 1954, Hänchen Hydraulik GmbH based in Ostfildern-Ruit, near Stuttgart, Germany, has been manufacturing hydraulic cylinders and other products related to linear controls technology. Even until today, Hydraulic cylinders have remained the core product for the company that employs a staff of approximately 200. The manufacturer of hydraulic linear units offers numerous solutions based on technologies such as hydraulics, electronics and software, that complement its expertise. In-depth technological know-how, consistent orientation with respect to quality and a

inconvenient and error-prone. Therefore, we urgently needed a powerful reporting tool«, explains Hartmut Hänchen, one of the company's two managing directors.

Transparency by drilling down

The decision was finally made in favor of MIK, a vendor who was initially willing to develop a functional prototype that offered high integration capabilities at its own risk. Everyone realized almost immediately that MIK-OLAP offered capabilities that went well beyond what Hänchen had initially imagined. »At the beginning, we were interested in a solution that would allow us to analyze statistics more easily. Today, we have a sales management system that truly satisfies all of our needs«, says Hänchen.

A combination of exact daily data files and comprehensive overviews make up the heart of our system. During our daily updates of the OLAP cubes, all of the customer and order-related data is loaded and consolidated. The entry mask then presents all of the key indicators in a clear manner, including comparisons with last year and our forecasts.

»Every morning I am able to see within minutes where we now stand, how business looks in comparison with last year or last month and whether we are still meeting our plan«, Hänchen explains and adds: »If one figure deviates from our targets or strikes me as being odd, I am able to drill down to the individual data file level and research the reasons extremely quickly.«

Today, seven different departments own 20 MIK licenses and these enable decision makers to review and manage customer accounts and data on orders. Monitoring incoming orders and backlog, comparisons of current and

planned figures and tracking difficult cases have all become daily routines.

»If one of the departments tells me they are having a problem with an order, I take a close look at that order the very next day and can immediately find out whether these difficulties have been resolved or intervention is necessary. Whereas detailed research was necessary before, today we have all of this information available on a daily basis«, Hänchen adds.



building block system that enables customized and yet cost-effective complete solutions make it possible to serve customers all over Europe and beyond.

Managing sales with the help of MIK

Like many other companies, Hänchen was faced with a problem in that a significant amount of information was stored inside various data sources, yet could not be used effectively. Any-one interested in monitoring orders, capacity utilization or cash flow had to first import the data into Excel, consolidate it and evaluate it. »This method was tedious,

»Over the long term, the only solutions that really pay off are those that are tailored to meet the exact needs of the customer. Our sales management system from MIK is a good example.«

Hartmut Hänchen, Managing Director of Hänchen Hydraulik GmbH

Thanks to the multidimensionality, user-defined queries can be answered almost immediately. Typical examples include orders by customer, region or sales representative, analysis by product line, tracking of delivery times and evaluation of contribution margins.

»In the past, each department calculated its own figures. As a result, conflicting data was presented during meetings«, adds Jörg Keinath, head of accounting at Hänchen Hydraulik, and adds: »Today, everyone uses the same figures and, because they are prepared very carefully, we know that these figures are also correct. After all, the system refuses to accept queries that lead to incorrect results from the very beginning.«

Ease of use was one important criterion for Hänchen. »Users can be taught how to use any software, however, in everyday use it really matters how comfortable users feel

duct, but rather a strategic tool that needs to be adapted to best suit our needs and fulfill its purpose over the long term«, he concludes. »This is why we need a partner who is capable of understanding our problems and the challenges we're facing. He needs to have the right type of know-how in order to be able to develop an appropriate solution and stand by our side as a reliable partner over time. The ability to adjust a program to match our business processes is instrumental. After all, software must adapt to what the company is doing and not the other way around. MIK has met these demands.« MIKsolution+ has been in daily use at Hänchen for 4 years and the company has nothing but praise. »Our needs have been exceeded by far and the transparency that we've achieved in all departments is simply excellent. Today, I could not imagine working without MIKsolution+.«



The access to relational customer data and individual orders that MIK-INSIGHT and its OLAP database deliver represents an important component of the sales management system.

when they use a program. Anything that is put to use every day is put to excellent use.« For instance, the implementation of MIK-OLAP power user that is controlled through inSight offers a variety of functionalities that are of help in answering specific questions. On the other hand, daily reports can be accessed using only a few mouse clicks and are, therefore, used constantly.

For Hänchen, the success of any software is dependent on two factors: optimum modification to meet specific demands and the processes that can be addressed using that software. Costs, implementation duration and the technology behind the solution were of secondary importance to him initially. »An IT solution is not a fashion pro-

For further information:

MIK AG Management Information Kommunikation
D 78479 Reichenau, Unterseestraße 4
Tel +49-7531-9835-0, Fax +49-7531-9835-98
info@mik.de

www.mik.com

