

## Safer through Innovations

### Berentzen relies on products from MIK to optimize reporting

Today, Berentzen, a company founded back in 1758 as a grain distillery, ranks as one of the leader producers of spirituous beverages in both Germany and Europe. The company's product portfolio includes well-known brands, such as Berentzen, Pusckin, Polar, Linie Aquavit or Licor 43, but also a variety of non-alcoholic drinks. The Berentzen Group



**Taste changes: Whereas only several years ago hard drinks were in demand, trendy drinks, such as Licor 43, a product that Berentzen is licensed to sell, are quite popular today.**

currently employs approximately 650 employees at five sites and achieved total sales of 180.1 million Euros in 2004.

In the light of such a comprehensive product line, being able to prepare information in a professional manner is of strategic importance. In order to cope with the constantly changing demands of the market, Berentzen has been relying on modern IT solutions for quite some time. »In the area of controlling, we continually noticed that the systems we were using contained valuable data, however, we were unable to make adequate use of this information,« explains Carsten Broens, Head of Management Reporting. For this reason, the company decided to start looking for a powerful management information system even back in

the early 1990s. After having taken a closer look at what was available on the market, Berentzen elected to work with MIK AG, a company based in Reichenau, Germany.

»Ease of use and programming was a key criterion that the products from MIK fulfilled,« says Broens and adds: »We knew from the experiences of other companies that these types of projects are usually destined to fail, if they remain limited to the IT department. IT specialists often come up with what they feel to be fantastic solutions; however, these generally don't provide controlling with the data they really need. For this reason, it was clear to us that modeling of the system and reporting had to take place directly inside controlling and the IT department would have to supply us with the original data and support the hardware. In looking back, we developed our management information system step by step and continuously modified it to meet our demands. Perhaps this is one of the reasons why we are so pleased with our system today.«

The first step was to complete the profit / loss and balance sheet calculation. »All of the information we needed was already stored in our financial accounting system, but we had to rely on MIK-INFO and MIK-XLREPORT to be able to prepare it so that we could meet increasingly complex demands, such as monthly reporting by segment and development of group balance sheets and profit and loss, quickly enough,« Broens adds.

The next step was to expand reporting. The information that had been collected was prepared accordingly using the tools from MIK and delivered to the decision makers inside the Berentzen Group on a monthly basis, usually in PDF

form. A number of standard reports have to be developed and published on a regular basis to meet specific deadlines. Most importantly, these include daily, monthly and quarterly reports with predetermined lengths. The rules for developing these reports are stored inside the system. Whenever they are needed, the current figures can be accessed, worked with and published at the press of a button.

#### Multidimensional with OLAP

In August of 1998, Berentzen migrated to MIK-OLAP and MIK-ONE. This step became

**»The beverage market is extremely competitive. Only those who are able to react quickly in a flexible manner will succeed over the long term. MIK-OLAP gives us the flexibility we need in order to be able to analyze our company data.«**

Carsten Broens, Head of Management Reporting, Berentzen-Gruppe AG

necessary because the issues that require investigation were becoming more and more detailed. In addition to standard dimensions, like month, year and type of data, additional dimensions such as products, key accounts/customers, regions/administrative district, sales employee, bottle size and sales channel are stored inside the sales cube. This allows for an extremely detailed evaluation of sales data by turnover, but also profitability or various levels of the customer and product related profit and loss account. »We can immediately see where our products are selling particularly well or not well at all and initiate the



**Berentzen relies very successfully on innovations that are supported by strong brands.**

appropriate measures,« Broens says. »The causes of deviations from plan can be identified immediately and we are able to assess the results of our reactions very quickly. Issues that we used to decide upon based on instinct are now be supported by actual figures. This enables a level of fine tuning that would have been inconceivable only a few years ago.«

### From Controlling to Planning

Controlling at Berentzen follows a 5 year plan. The budget is developed for the following year and contains detailed information on the revenue specific products can be expected to generate. »Thanks to the simulation capabilities that the planning tool based on MIK-XLREPORT offers, we are able to act out various scenarios. We then develop a long-term plan for the next four years that essentially reflects the basic decisions we made,« says Broens.

Today, Berentzen has approximately 30 licensed MIK users in various departments and at all corporate levels,

including top management. The areas in which the software is used vary considerably. For example, in addition to sales and financial accounting models, other cubes that contain data from manufacturing, cost center accounting, investment spending and market research have been developed.

### Permanent Optimization

Although the company is quite pleased with the results achieved thus far, improvements to the system are constantly being sought. In addition to developing new data cubes, a task that typically requires about one working week from the original idea to realization, reporting is now being transferred to MIK-DYNASIGHT. »The internet is becoming more and more important as a platform for working and creating presentations. Using MIK-DYNASIGHT, it is much easier for us to provide our users with the information they require,« Broens is convinced. »We plan to keep the technology in the background as much as possible. What counts to us is obtaining information. And the easier it is for our users to access this independently, the more time we have to be able to attend to our core responsibilities«, he concludes.

### 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](http://www.mik.com)

