



## MRS MAC'S

ACCESSING DATA IS AS EASY AS PIE  
WITH SAP® BusinessObjects™ EDGE  
BI SOFTWARE

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Micheal Nolton, IT Manager, Mrs Mac's Pty Ltd.

### QUICK FACTS

#### Company

- Name: Mrs Mac's Pty Ltd.
- Location: Perth, Australia
- Industry: Consumer products
- Products and services: Manufacture and distribution of pies and pastry products
- Revenue: Privately owned
- Employees: 420
- Web site: www.mrsmacs.com.au
- Implementation partner: CSG Ltd.

#### Challenges and Opportunities

- Obtain clear and accurate data from a trusted source
- Coordinate all management decision-making processes across all departments
- Access effective tools to enhance quality controls and sales analyses
- Improve financial reporting systems to provide highest-value information

#### Objectives

- Empower employees in better business decision making
- Implement a coordinated operation with access to relevant management information
- Share results for improved functionality across departments
- Train staff to their required level of IT knowledge

#### SAP Solutions and Services

SAP® BusinessObjects™ Edge Business Intelligence software, version with data integration

#### Implementation Highlights

- Cleaned existing data for improved recording
- Put meaningful database hierarchies in place
- Dispensed with a planned pilot run, due to ease of application
- Took advantage of continuous support and guidance from CSG

#### Why SAP

- Ability to flexibly create data at all levels
- High-quality tools accessible to all relevant users
- Industry-wide trust in SAP products
- A product with capacity for ongoing growth

#### Benefits

- High standard of functionality for data validation process
- Greatly improved sharing and cross-referencing of departmental information
- Better data accuracy for sharper decision making
- Enhanced quality control through timely identification of variances
- Fast, focused data sets for new sales and marketing opportunities

#### Third-Party Integration

- Hardware: IBM
- Operating system: IBM AIX

Mrs Mac's Pty Ltd. is a producer of baked food products for Australia, New Zealand, Singapore, and Hong Kong. Based in Perth, Western Australia, the company is reinvesting for future growth. Seeking to improve operational performance with better cross-functional data collection and management reporting tools, Mrs Mac's chose SAP® BusinessObjects™ Edge Business Intelligence software. The company recognized the solution's capacity to empower staff, regardless of their previous level of exposure to business intelligence applications.

### Centralizing Support for All Business Functions

From its modest beginnings making cakes, buns, and pies during the late 1950s, Mrs Mac's has grown to become a household name in Australia as a trusted manufacturer of traditional beef pies. The family owned company has always been open to innovation and investment in new technology as food manufacturing processes have developed and customer expectations have evolved.

After five decades of continuous development, the company recognized that continued market prominence would require new levels of business reporting that could provide insight into the business as well as increase productivity across all departments. The company realized that improved collaboration across all business functions would ensure that procurement, manufacturing, and product promotion decisions would be fully aligned with the latest market trends.

### Coordinating Operations with Maximum Usability

The company has regularly introduced new product lines to meet a loyal but increasingly discerning customer base and to capitalize on emerging market opportunities. Mrs Mac's has also recognized the availability of improved performance monitoring systems. The best solution, the company realized, would be one that could support employees regardless of their IT knowledge. The new technology would be expected to serve business needs with minimal input from the IT department on day-to-day matters.

"Mrs Mac's was looking for something that provides a real-time solution," explains Micheal Nolton, the company's IT manager. "We needed to get all our information from a single source that could be relied on without question." A centralized data collection and distribution system would make information easier to access and eliminate inconsistencies. Coordination of decision-making processes across different

functional areas of the company would better identify inefficiencies and other cost-saving opportunities. Equally important, an IT solution would also help meet the strict regulatory and compliance requirements of the food industry.

Mrs Mac's needed a system that would be accessible to a wide audience – from power users in the accounts department to casual users in manufacturing, who would need minimal training. The company realized that the answer was SAP BusinessObjects Edge Business Intelligence (SAP BusinessObjects Edge BI), version with data integration, and the set of tools it contained. The product was shown to be very flexible: employees from individual sections could produce reports with their own labels, easily extracting just the information they needed. Quality control, sales analysis, and financial reporting functions opened the way to a new, integrated approach across the organization.

### Presenting Users with a New Way of Doing Business

When planning began for the implementation of SAP BusinessObjects Edge BI, Mrs Mac's management was aware that many longtime staff had no previous experience in working with a true business intelligence application. "In some cases our people didn't know what they wanted to know," says Nolton. "We wanted to empower them to make more of their own decisions. To do that they needed tools they could rely on."



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Mrs Mac’s was attracted to the product’s adaptability to specific management and operational needs, and the range of its reporting functions. Demonstrations of the product made the silo effect of some existing workflow processes very apparent and also introduced a way to improve functionality across as well as within departments. Employees saw that data from numerous sources could now be effectively consolidated, which could result in more focused decision making and improved risk management.

With the implementation of SAP BusinessObjects Edge BI software, the ownership of Mrs Mac’s business intelligence has expanded. Users can

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now gain access to reports that are relevant to their own information needs, based on the data for which they are responsible. An added bonus: tools such as SAP Crystal Reports® and SAP BusinessObjects Web Intelligence® software are now readily available where and when needed.

For Nolton, partner CSG Ltd. instilled confidence as the solution was being implemented. “While the solution’s tools ultimately sold the product, CSG’s level of understanding went far beyond their product knowledge,” he says. “The company was also mindful of the changes in methodology our

people would be facing with implementation.” The measured way in which the new tools were introduced and presented resulted in painlessly introducing staff to how to use the tools effectively.

Nolton also notes the unforeseen benefits that were revealed in the process of implementation and the capacity of SAP BusinessObjects Edge BI to support new business decisions. During the process, a stand-alone company was established for the New Zealand operation, which the product had to accommodate immediately. That provided its own challenges, but the new software demonstrated that all issues could be addressed.

### Enabling an Exciting Future with SAP BusinessObjects Edge BI

The management of Mrs Mac’s is taking a cautious approach as it conducts the transition to full use of SAP BusinessObjects Edge BI. Staff will be trained gradually to learn all the software’s functionalities. So, while the process of fully establishing the solution will be gradual, it is already proving to be a significant step toward assisting with the company’s growth.

The implementation strategy involved initially running SAP BusinessObjects Edge BI parallel with existing systems,

as senior staff manages the risks involved. “The power users in our accounts department are excited about all the day-to-day possibilities,” says Nolton. “They are very impressed by the quality, speed, and presentation of what the SAP solution is giving them and how it can eliminate traditional manual processes.” The company had initially planned to run a pilot for the new product, but the ease with which it fits into the Mrs Mac’s business environment meant that the pilot was unnecessary.

Mrs Mac’s will continue working with CSG to maximize use of the new SAP BusinessObjects Edge BI software. A step-by-step approach means there will be more vendor demonstrations in the future. The CSG team will give Mrs Mac’s employees the opportunity to study the tool set more closely, using what they have already learned. Then, the staff will discover what other tasks they can accomplish with the new software. Mrs Mac’s staff understands there are many more possibilities in the SAP BusinessObjects Edge BI software. “The reporting functions we use will evolve rapidly, and we’ll be able to make better use of SQL and other reporting tools,” says Nolton. “Decision making is certainly a lot easier if the data can be trusted.”



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