

## CASE STUDY

Industry | Food & Agriculture

Country | Saudi Arabia



# BOOSTING PROFITABILITY WITH BETTER ACCESS TO INSIGHTS

Incorta empowers business users with SAP data and more.

**100M**

RECORDS  
IN MINUTES

**2-HOUR**

INSTALLATION

*“This ability to read data in real time, directly from SAP, is a breakthrough feature, which takes BI, data, and analytics to a completely new level in terms of associated time and cost savings, reliability of data, and general ease of use. Business users who receive a single day of training are able to generate, customize, or modify any report without any IT or technical help.”*

Hesham Ali

SAP Program Manager Wisys, the IT arm of Awqaf Sulaiman Bin Abdul-Aziz Al Rajhi

## Enabling proactive savings and business user independence through accessible analytics.

As a world-class provider of poultry products and the largest in the Middle East, Al-Watania Poultry relies on state-of-the-art systems to keep its animals healthy and its operations productive. The Al-Watania management team needs timely, reliable reporting and access to accurate dashboards to be agile. With improved analytics and reporting, the organization can now undertake vital corporate initiatives to reduce costs, improve production, and proactively manage profitability.

By using Incorta, the company can integrate data from SAP and other systems to give business users faster access to insights. With the ability to quickly create dashboards without depending on IT, company leaders and managers have a birds-eye view of the business and can drill down into details quickly from any device without installing other software or applications.

## Using Incorta, Al-Watania benefited from:



### Faster Access to Accurate Insights

Incorta brings together data from different ERP systems to deliver the most up-to-date and reliable business perspective in minutes versus hours, or even days and months.



### High-performance Dashboards

Business users can run queries of millions of records in a matter of minutes, with the power to drill down into details as necessary.



### More Efficient use of Resources with True Self-service Analytics

With business users able to run, create, and update queries dashboards without IT assistance, Al-Watania has reallocated resources to more strategic projects and reduced outsourcing costs.

## The Challenge

**Poor usability, slow performance, and data issues made reporting unreliable.**

Accessing data and creating reports and dashboards was essential to helping the Al-Watania team stay on top of operations. The company's previous BI solution was slow and often delivered inconsistencies that made executives question the validity of the information. Loading data and query execution took too long, and running dashboards in real-time proved virtually impossible. Because the IT team had to rely on multiple SAP applications to develop the requested dashboards, the user interfaces were often complicated, making it difficult for business users, which further taxed costly IT resources.

## The Solution

**An analytics platform that helps solve real-time business challenges.**

By implementing Incorta, over 50 business users across the organization have access to robust reporting and dashboards that draw from all corporate data systems and integrate with other BI visualization tools. Incorta uses direct data mapping for data sourcing, eliminating the unnecessary parts of ETL and allowing business users the ability to generate reports independently.

Data can be integrated from multiple enterprise sources, including SAP software to create up-to-the-minute reports that enable real-time action. And business users have the power to create their own reports and dashboards easily. This allows their CEO to receive daily, weekly, and monthly dashboards to monitor performance of all functions. At the same time, the manufacturing and operations team can monitor various parameters of livestock like weight, feed consumption, and other factors in real-time to reduce loss and maximize productivity.

## THE RESULTS

### Overall business success

**50% reduction in waste** due to more timely reporting that enabled more efficient inventory movement and proactive promotion of items to avoid expiration loss.

**Increased profitability** as a result of real-time profitability analysis and detailed sales performance monitoring that facilitates data-driven decision-making.

### Ease of use.

**\$215,000 saving in annual IT operational cost** by enabling business users to easily update or change reports versus requiring the help of a costly consultant.

**From 15 minutes to seconds**, Incorta has radically sped up running a query compared to using Lumira 2.1. Plus users now have access to drill down functionality.

**2-hour installation** and migration of the sales dashboard enabled analysis of 8 million records and gave sales managers immediate and unprecedented insights into their business.

### More informed operations.

**50% reduction in animal mortality** with faster delivery of abnormal indicator reports that allowed the poultry health department to take quick corrective measures.

**Better data consistency** as a result of being able to integrate data from both sales and financial systems into a singular report for more accurate net sales and gross profit calculations.

#### ABOUT AL-WATANIA POULTRY

Started in 1977, Al-Watania Poultry is one of the world's largest poultry companies. The company's state-of-the-art, end-to-end operation covers the entire chain of poultry supplies and products, and produces more than 300 SKUs, has 20 distribution branches, and employs over 7,000 people. Al-Watania is a subsidiary of Awqaf Sulaiman Bin Abdul-Aziz Al Rajhi, one of the largest holding companies in the Middle East.

#### ABOUT INCORTA

Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.