



Frank Roberts & Sons Ltd

Worldwide Bakers find the missing ingredient as they adopt a new approach to using using Microsoft SQL Server for analysis and reporting



Company Overview

Frank Roberts & Sons Ltd. has been setting standards in baking since 1887. Each week over 2 million high quality loaves and rolls are baked in the heart of rural Cheshire, for retail and catering customers throughout the UK, Europe and beyond.

Key Benefits

- No further investment in software was required.
- SAP extracts and data loads no longer require any manual intervention, but are loaded automatically on a weekly basis.
- The data is easily manipulated, allowing the business to investigate problems and identify trends in sales.
- The business now has a meaningful insight into the weekly sales across their products and customers.
- The finance team now has more time to spend analysing their sales data.
- All sales reports update instantly with new sales data, thus reducing the time spent on maintaining spreadsheets.

Problem

Frank Roberts & Sons Ltd. had a need to conduct ad hoc analyses over their sales data and had a requirement for a suite of management reports. However, the company was unable to deliver these reports using their current ERP and budgeting solution.

Solution

Frank Roberts & Sons Ltd. asked Simpson Associates for advice on how to make best use of a previous investment in Microsoft SQL Server and subsequently introduced the components: Integration Services, Analysis Services and Reporting Services.

The initial focus was on the delivery of an Analysis Services cube, which allowed for ad hoc reporting over all sales data in Excel. All management reports were delivered using Reporting Services.

Contact us

Should you have any questions or require any further information, the team at Simpson Associates will be happy to help you with your request.

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“Assembling our sales data used to be a labourious process ...but we now get our reports at the touch of a button.”

Craig Jankowski, Finance Manager