



## Ragn-Sells AS

Ragn-Sells AB is one of Sweden's largest environment and recycling companies and is the market leader within several segments. Ragn-Sells collects, treats and recycles residual products and waste from industry and households in a large number of recycling plants.

Ragn-Sells is a privately owned Swedish company with subsidiaries in Norway, Denmark, Estonia, Latvia and Poland. Ragn-Sells' business operations in Norway, Ragn-Sells AS, has approximately 230 employees with a turnover of 740 million NOK in 2008.

### *In Need of a Comprehensive BI-Solution*

As so many other companies, Ragn-Sells AS based its business intelligence activities on several – manually updated – Excel-sheets. This made a comprehensive overview about the total business operations difficult. Reports accumulated business data from different systems, which often ended up in performance problems. In addition, the IT department had to deal with a report-backlog caused by a high demand for reports – requested from members of the organisation.

To enable a comprehensive and immediate overview and a focus on important financial key figures, Ragn-Sells AS started looking for a capacious dashboard-solution.

### *Business Intelligence with SAP BusinessObjects & PC-WARE*

Ragn-Sells AS chose BusinessObjects Edge, since they required a business intelligence solution with interactive dashboards, analyses and standard reports – accessible from one and the same portal, with a defined standard for exchanging data and information.

PC-WARE was chosen as the supplier based on several factors: the unique blend of experience in business intelligence solutions, cutting edge competence in SAP BusinessObjects as well as the available training and the offered support played a major role.

*"The combination of dashboards, analyses and standard reports that BusinessObjects Edge makes available not only enables a comprehensive overview of business operations but also supplies us with detailed analyses. The fact that the data is collected from several systems gives users easy access to current information, in one and the same place."*

*Jonny Lönljern, IT-Manager, Ragn-Sells AS*

**RAGN  SELLS**  
**En del av kretsloppet**



Complete services for management of waste and residual products.



### A Business Intelligence Solution to Trace Relevant Business Operations

To enable extensive following-up and analyses, a data warehouse was created where information from the ERP-system and the weighing system could be consolidated. To empower users to create individual analyses and reports even without database knowledge, a semantic inventory was created comprising concepts and metrics of Ragn-Sells. A unique dashboard, with accompanying detailed analyses was then created for each unit.

### Logistics and Transport

Logistics are forming a large part of Ragn-Sells business operations and therefore it is important to execute all procedures with precision to enable maximum profitability. To follow-up on earnings and deviations a dashboard was created where all key figures could be measured and followed-up according to vehicle type, individual vehicles and the specific units.

### Production

Within production processes, efficiency and full capacity-use is vital. To enable measurement of this in a visual and congenial way, a dashboard was created where the sorting- and recycling efficiency per plant and type of waste as well as in-and out going weights are shown.

### Marketing and Sales

The tool makes it possible to trace profitability per region, sales person and customer. An important part of increasing customer satisfaction is through shorter lead times and fewer reported deviations and therefore it is now possible to track lead times over time.

### Accounting and Finance

Important financial key figures such as turnover, liquidity and terms of credit can now be followed and analysed continuously in standard reports instead of using single Excel-sheets.

### Achieved Goals & Objectives

The management now has a comprehensive overview of the total business operations. The interactive dashboards and accompanying analyses makes it possible to use the company's vehicles efficiently, understand customer buying behaviour and to focus on profitability. Production can now react faster on negative trends through the visualisation of important financials and the visualisation of recycling- and sorting efficiency.



**INDUSTRY**  
Environment & Recycling

**SOLUTION**  
Business Intelligence

**PRODUCTS**  
SAP BusinessObjects

