



## PGZ International drives and optimises the business with Qlik Sense

PGZ International is a logistics service provider with as mission to increase the turnover rate and reduce costs for its customers. They do this by offering products, concepts and specialised services in the field of operations and supply chain management to retailers and (A-brand) manufacturers in the DIY-market. With a turnover of 150 million euro turnover, 230 employees and 2 distribution centres PGZ International has a strong position in the Benelux, with the ambition to become a European market leader.

Realising growth objectives requires insight, regardless of the size of the company or the industry it operates in. Where do we stand today? How do we perform versus our objectives? To provide this insight and to prepare the company for future growth, PGZ International recruited Imre Dekker in 2017 as Business Intelligence & Data Specialist. Imre Dekker: "In this position I am responsible for the data quality and data streams, including the implementation of tools for business analytics, dashboarding and reporting. An important part of my job is the development of organisational KPIs."

# emergo



**PGZ**  
INTERNATIONAL

# Solution Overview

## PGZ International

### Industry

Logistics

### Challenge

Data was a blind spot. The company wanted to combine and prepare data for analytics, for everyone, quickly and cost-efficient.

### Solution

Within a couple of days the company developed an analytics environment with Qlik Sense. Today, Qlik technology is used by every team, for every process and on any device to analyse and make better decisions.

### Advantages

- Data quality has improved
- One FTE in the IT team can now work on more strategic tasks
- Supply chain optimisation
- Employees work more efficient and effective
- Better decisions are being made
- The company is prepared for the future

### Systems

Datawarehouse Microsoft SQL, MS Excel

### Qlik partner

E-mergo, [www.e-mergo.nl](http://www.e-mergo.nl)

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**Imre Dekker MSc.,  
Datamanager & Business Intelligence Specialist,  
PGZ International**

At the time Imre started working at PGZ International, various initiatives to acquire data insights, had already started. Imre Dekker: “The company just started a pilot with Tableau, with mixed results. I did not want to lose any time and, given earlier positive experiences I’ve had with Qlik, I immediately set up a pilot with Qlik Sense. Less than a week later this proved to be the right choice. IT was very enthusiastic, as Qlik Sense offers the security, scalability, speed and flexibility they were looking for. As the most important stakeholders from the organisation were involved already early in the pilot, the business was also impressed from day one. Qlik Sense is truly self-service, so every employee can independently view and analyse interactive dashboards, and incorporate the newly acquired insights in their own presentations. In my opinion, the most important indicator of a successful business intelligence project is the demand from the business to process more data in the tool, so that they can associate, compare and analyse more and better.”

The completion of this pilot completed the first phase of Imre’s mission. A data management and analytics tool had been selected, and a project team with the most important stakeholders was formed. This lays the foundation for the development of an environment where all data will be available for analysis. A self-service environment suitable for all employees, enabling them to make decisions based on facts instead of intuition. Imre Dekker: “We started with a gross margin dashboard. This is a dashboard to analyse purchasing, sales and general ledger accounts. We then implemented the tool for other parts of the business. Today, our teams in purchasing, sales, supply chain, product management and finance departments are empowered by Qlik Sense to better manage their day-to-day tasks and to manage strategic goals. Qlik Sense provided our management team with a powerful environment to analyse the state of the business based on Du Pont analysis. Every element of Du Pont can be found in one dashboard, with



KPI's designed to departments who influence the respective KPI. For example, supply chain is responsible for rotation, sales for gross margin, and so on. The data now truly tells a story. Qlik Sense enabled us to quickly transition to a data-driven business. This is important, as data will become the engine of our future business."

This rapid transition was only possible by partnering with E-mergo, an Elite Partner of Qlik. Imre Dekker: "I work closely with E-mergo, through whom we have also acquired the licenses for Qlik Sense. We selected to work with them as they are one of the biggest partners of Qlik in the Netherlands, so you know you are in good hands. Qlik Sense is, as mentioned, easy to implement. In addition, Qlik Sense is extremely intuitive, so that everyone, young and old, data literate or data illiterate, can use it. The downside of this is that, due to the enthusiasm, the work pressure is increasing. Everyone wants more, with different data. To keep this workload manageable, a consultant from E-mergo supports us every now and then, so that we quickly meet the demands of the business. This works very well for me, and contributes to even greater user satisfaction."

The use of Qlik technology benefits PGZ International in many ways. Imre Dekker: "It requires just one insight, in just one part of the company, to make relevant changes. Data used to be a big blind spot which we now have unlocked in a simple, cost-efficient way with Qlik Sense. Every business unit uses the tool to explore data, with or without a preconceived idea. For example, Qlik is used for supply chain optimisation, data quality and to improve sales processes. The business no longer needs IT for in-depth reports. This not only saves 1 FTE per year, it also enables the business to make better decisions faster. More importantly, Qlik helps us to digitally transform. Our revenue model is transport and everything around it. In the current disruptive market we see that this is changing to a data-driven business model, where we are not only responsible for logistics, but also the data around it, such as sales statistics. The ability to read, analyse, approve or question data is becoming the main pillar of our success."

"Qlik helps us with digital transformation, as the ability to read, analyse, approve or question data will soon become the main pillar of our success."

**Imre Dekker MSc.,  
Datamanager & Business Intelligence Specialist,  
PGZ International**



## About E-mergo

The name E-mergo is derived from the Latin proverb 'Luctor et emergo' (I struggle and emerge). In Zeeland this signifies winning the battle against water. Obviously, we do not battle water, but we do make sure that companies keep their heads above water in the growing stream of data. Working from the motto 'Manage your data, innovate your business' we help you to get the most out of your data.

We do this using software from Qlik, Microsoft, Mendix and TimeXtender, for which we provide software, training, consultancy and support. Together we will help your company to create new business models and to reduce costs.

**[www.e-mergo.nl](http://www.e-mergo.nl)**

The logo for Emergo, featuring the word "emergo" in a stylized, rounded, teal-colored font. The 'e' is lowercase and the rest of the letters are in a mix of lowercase and uppercase, with a unique, bubbly design.

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