



Kawasaki

E-mergo develops popular trade fair app for Kawasaki in just five days

E-mergo has been working for Kawasaki Motors Europe for some years now. The motorcycle manufacturer aims to be a frontrunner when it comes to innovative digital solutions for customer interaction. Having previously installed and for many years provided support for Qlik Sense, E-mergo has now used Mendix to develop an innovative trade fair app for Kawasaki in record time.

For decades, Kawasaki has been a familiar name in the motorcycle world. Something that is less well known is that the motorsport division is part of a much larger group that also includes aviation and energy production, and employs a total of 34,000 people.

Self-reliant and independent

Haris Kocanovic is Business Strategy Section and Digitization Manager at Kawasaki Motors Europe. When he took up the position two years ago the company had already been using Qlik solutions for a number of years. Prior to that, the motorcycle manufacturer used IBM's Business Intelligence (BI) platform, Cognos for many years.

emergo



Kawasaki

“Al snel haken we de knoop door om BI nieuw leven in te blazen met Qlik Sense.”

Haris Kocanovic,
*Manager Business Strategy Section
en Digitalisering*

Solution Overview

Bedrijfsnaam

Kawasaki Motors Europe

Industry

Motorcycles

Challenges

- Business Intelligence was dying out in the organisation.
- Thinking of a clever solution for interaction at a trade show during corona.

Solutions

- Qlik Sense Dashboards.
- Mendix application for the EICMA fair.

Benefits

- Within 2 weeks an app was created for the EICMA fair.
- Qlik Sense brought BI back to life within the organisation. Analysts and developers use it to create their own dashboards.
- Qlik NPrinting allows static reports to be sent to users who want to receive ready-to-use data.

Mendix & Qlik Sense Partner

E-mergo

www.e-mergo.nl

“At that point,” explains Haris, “BI was pretty much dying out. My job was to breathe new life into it. Even then, I already had a strong preference for Qlik’s solutions. So I asked E-mergo if I could play with a Qlik environment for a while. I like to discover how something works first-hand, and be as independent and self-reliant as possible. We quickly decided the way to breathe new life into BI was to use Qlik Sense.”

So when Haris first came into contact with E-mergo consultant, Byron van Wijk, he was already pretty knowledgeable. The data warehouse was also in good shape. As a result, there wasn’t much left for E-mergo to do in order to make the switch. E-mergo took care of the installation, product updates and support, as well as more complex matters, such as ‘geo analytics’ (the plotting of geographical data).

“Perhaps I could have done that myself,” Haris concedes, “but that would have cost me much more time. An E-mergo professional can do it quicker and

better. Actually, I could have made life a little easier for myself by making more use of their services.”

Targeted approach

Byron van Wijk recognizes this self-sufficiency. “Unlike many other clients, Kawasaki does a lot itself. They have a lot of knowledge in-house, and analysts who can produce their own reports. Using geo analytics, Kawasaki can see on a map where their products are sold and analyse how far customers are prepared to travel to get to a shop. That insight helps them while making strategic decisions about their dealer network, such as where a new location is needed.”

Kawasaki also uses NPrinting, the Qlik Sense add-on, to distribute reports across different platforms. “We have different types of users,” explains Haris. “Developers and analysts, who like to dive into the data themselves and create reports; and people who want to receive ready-to-use data while working with filters. This allows us to provide each layer in the organization with targeted data.”

Byron and Haris are still in regular contact with each other. “Haris is extremely approachable and engaged. He’s really passionate about his work. E-mergo is the first number they call if something is wrong. We help them that same day, or at the very latest the day after. We respond very quickly.”

Innovative in digitization and customer interaction

This trusting relationship meant that Haris was also willing to discuss strategic issues with E-mergo. His ambition was to bring new innovations around digitisation and customer interaction into the market. In doing so, he wanted to use Mendix, a tool that lets you build apps quickly, by visual modelling rather than manual coding. “While we were discussing the use of Mendix with E-mergo,” says Haris, “we came up with the idea to start using it for a more practical purpose.” Every November, the world’s most important motorcycle fair takes place in Milan: EICMA. It’s a must for any motorcycle enthusiast and for motorcycle manufacturers it’s the place to present your latest models to the public. This busy fair generally sees swarms of people around the motorcycles. With corona measures in place, that wasn’t very practical! iPads with motorcycle’s specifications were already being used instead of signs, but from a corona perspective that’s hardly ideal either. Wouldn’t it be better if people could use their phone to scan a QR code and then view the motorcycle’s specifications while keeping distance from each other?



App created in record time

With that in mind E-mergo got to work. “During the first meeting,” recalls Haris, “we drew a screen on a whiteboard with what you had to see in the app. After 45 minutes, I asked them to come up with a detailed MVP (Minimum Viable Product).”

Steven Brusse, senior consultant at E-mergo, worked on the assignment. “After five days we’d already delivered a first version and published it in the cloud for Kawasaki to look at. The reactions were very positive. The design was then fine-tuned. Kawasaki had all the information available and, using this input, we developed the layout and screen design. Literally a week before the fair’s deadline, everything was in place.” The QR code links to a specific page on the model. This has action pictures and studio pictures, and in separate blocks you can also find the technological features, specifications, accessories, colour options and sales price. “The app was also a showcase for management to show them what can be done with Mendix. It’s a clear demonstration of Kawasaki’s ambition to be at the forefront of innovation. It’s also a very convenient app for trade fair visitors, who can check all the information in their own time.”

Impressive results

The results were impressive: the app was used more than 10,500 times at the fair. Of these users, 6,000 also

left their details. “We want to use this app at all our trade shows,” says Haris. “All we need to do each time is import some additional data. Here, too, we want to be self-reliant. During a period of over a month, E-mergo effectively worked on this for just two weeks. That’s very little time: these guys act fast.”

So Haris is extremely pleased with the speed at which E-mergo works, and the same goes for their knowledge. “E-mergo is like the big brother you can call when you get stuck. Because this is what they do all day, they can come up with solutions quicker, even to highly complex problems. That’s why we like working with them. Plus they’re very understanding, even towards someone with my personality, who wants to remain independent. They don’t constantly try to sell me stuff and I don’t get pushy phone calls. So it’s only natural we’re happy to use them when we do need help. There’s a good balance in how they communicate: they advise in the real sense of the word. They’re very transparent: these are the services we provide and these are the monthly fees for them. And finally, they’re very cooperative: I stretched and tested their flexibility to the limits. They’re highly capable and competent: they deserve every credit.”

Over 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

The logo for Emergo, featuring the word 'emergo' in a bold, teal, lowercase sans-serif font. The letter 'e' is stylized with a small loop at the top.

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