

ENSIOR FOR FRANSEN GERRITS

# Livestock farmers more successful thanks to Fransen Gerrits' insights

Ensior's End-to-End BI-platform makes the difference for feed specialist



ensior

FRANSEN  GERRITS

## FRANSEN GERRITS CASE STUDY

Feed specialist Fransen Gerrits wants to make customers more successful by giving good advice and providing the perfect feed. In order to be able to advise customers even better, the company needed clearer insights. To help them achieve this Ensior developed an end-to-end BI environment based on their own in-house developed solution Ensior Datawarehouse Automation.

Fransen Gerrits is one of the major compound feed producers in the Netherlands. Every year, this ambitious family company supplies 700,000 tons of animal feed for pigs, cattle and rabbit farmers in the southern Netherlands. Fransen Gerrits has modern specialised production locations in Erp, De Rips, Veghel and Oss.

"We are committed to making pig, cattle and rabbit farmers successful by providing them with good feed and good advice," says financial director Joris Teuwen. It's a motto that the 160 company staff follow on a daily basis. "We want to know what their ambitions are and what they want to achieve with their livestock. What fat percentage would they like to see in their

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**- Joris Teuwen, CFO/CIO Fransen Gerrits -**

milk? Which quality grade of pigs do they want to supply? What is their feed budget? We can provide a feed package that fully meets these requirements. Based on measurements received from our customers, we can constantly adapt our feed recipes to ensure maximum yield."

### A SINGLE VERSION OF THE TRUTH

Fransen Gerrits has a tremendous amount of data at its disposal which can contribute towards the success of its customers and optimising their own business operations. But that data was not easily accessible. "Every employee works with the application that suits him or her best," tells Teuwen. The choice of Best of Breed software resulted in a diverse system landscape with Lawson M3 ERP system as unifying factor.

**ABOUT ENSIOR** Ensior is the leading expert in Business Intelligence (BI), having built up a highly impressive track record since it started in 2002. Ensior, which is derived from the word 'ensure', lets organisations get a grip on their processes and get the information they need on time. We give our clients a competitive edge by giving them proven BI technology and the benefit of our knowledge of business processes. Ensior's commitment to quality and our pragmatic approach have given us an excellent reputation in the various markets we operate in. Our highly qualified professionals can provide efficient and reliable services. [Ensior: Making Business Intelligence Work](#)

"We were looking for a single version of the truth. A central place for relevant information from all of our systems from where we could run reports and gain insights."

### ENSIOR DATAWAREHOUSE AUTOMATION

Teuwen: "That Ensior is completely at home in this field soon became apparent. They had knowledge of Microsoft and a sound understanding of Business Intelligence. Ensior was also independent and attractively priced."

Ensior decided to tackle Fransen Gerrits' challenge with Ensior Datawarehouse Automation. With this self-developed solution based on Microsoft SQL Server, it is possible to quickly set up a data layer in which information is collated from a variety of systems. This enables users to easily build dashboards and reports, for example using Microsoft SQL Server Reporting Services or Excel. In time Fransen Gerrits will also work with Power BI from Microsoft. With Power BI you can easily convert all manner of data into rich analyses and clear visualisations.

### THRILLED

The system's adoption went smoothly. "Our controllers for example, are very happy," says Teuwen. "The important thing is that we can offer even more value to our customers with these insights. We now have a single dashboard where, in addition to reliable delivery, we can also follow other matters such as cost per 100 kilogrammes, complaints, absenteeism and outstanding items. Making our customers successful, that is our main goal. With all our KPIs we can adequately respond to changes inside and outside our company, helping us to realise and even surpass our goal. To sum up... I'm truly thrilled."

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