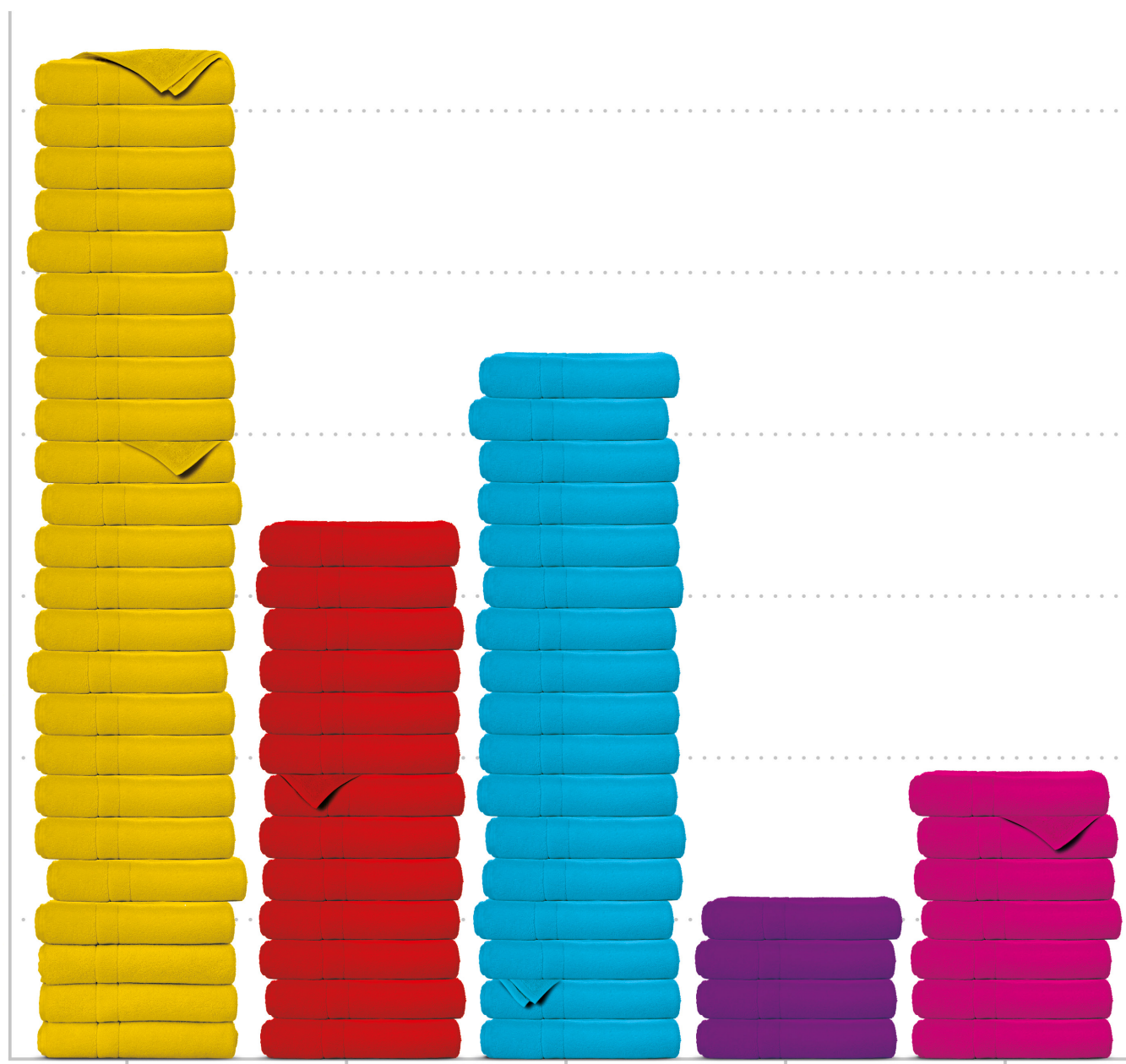


ENSIOR FOR VESPO

# Textile wholesaler turns from emotion to reason



ensior

VESPO

## VESPO CASE STUDY

It was high time for textile wholesaler Vespo to make decisions based on reason rather than emotion. That is why this family business chose Analytics4NAV from Ensior.

The Vespo family business in Eindhoven is big in textiles. Vespo is the Benelux market leader in the field of household textiles. One of the pillars of this success is the extensive collection of household textiles from Vespo's own label Walra. The company also sells promotional textiles and workwear to companies. The reputable work clothing A-brand SANTINO, is Vespo's own brand. The company has seven international purchasing offices and - in terms of work clothing - more than two thousand resellers in the Benelux. Vespo stands out from the competition due to its unsurpassable high level of service. From design, production and logistics to stock management; Vespo does it all, delivering the right work clothes and the right home textiles on demand.

### EVERYTHING STANDARDISED

Vespo went live with Microsoft Dynamics NAV in 2016. "We quite explicitly chose to work with standard Dynamics NAV," says Operations Director Marc Camerling. "No customisation that was our aim." Camerling also sought this in Business Intelligence. "We have a great deal of information. I want our people to be able to extract all sorts of useful information from the system, preferably using clear dashboards. What is in our sales portfolio? Where do we stand? What are the margins per customer? Who are our best customers? How many pick lines do we do per hour? I want us to be able to provide insight into that kind of information quickly without complex customisa-

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- Marc Camerling, Operations Director Vespo -

tion." In addition to standard software, Camerling had another important criterion. He did not want the running of BI reports to affect the performance of the business system.

### CLEAR DEFINITIONS

Ensior was able to meet all Vespo's requirements with Analytics4NAV, a 'turnkey' BI environment, based on Microsoft BI that integrates seamlessly with Dynamics NAV. With this solution Vespo can keep track of all its performance using financial reports, sales dashboards and an analysis of operational processes.

Analytics4NAV causes no real extra load on the operational system. The solution creates an intermediate layer. In that intermediate layer all relevant data is stored in carefully defined objects. Camerling: "For example, if you are talking about margins, you have to determine in advance whether that includes or excludes payment discounts. Together with Ensior, we thought carefully about these definitions. Now that all the definitions are clear, there is just one central version of the truth. We have a sandbox where we can play to our heart's content with all the available data."

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### PRACTICAL DASHBOARDS

Immediately after installation of Analytics4NAV, Vespo had access to clear reports and practical dashboards giving an as good as real-time picture. And this is just the beginning. Camerling: "With Analytics4NAV we lay down an information infrastructure. We are going to do much more with this to optimize our quality and commitment. I want to see exactly what our delivery rate is. How much do we deliver 'on time and in full'? How do our customers experience us? Family business Vespo once became highly successful on gut feeling. But if we want to be able to grow, then gut feeling is no longer enough. With Analytics4NAV we are turning from emotion to reason."

**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](#)

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