



Florida's Natural Growers Case Study

The Diver Solution™

Florida's Natural Growers Reduces Time Spent On Reports By 80% With Dimensional Insight

Background

Established in 1933, Florida's Natural Growers, Inc. produces and distributes juice around the world. This profile is based on an interview with Scott Kapocsi, Senior Systems Application Developer. Florida's Natural Growers, Inc. runs Dimensional Insight's The Diver Solution™ (Diver), an end-to-end business intelligence (BI) platform.

Problem Solved

“Our standard sales reporting system was robust, but we were constantly having to upgrade the HP 9000's as the sales department grew. People were running reports to retrieve just a few numbers at a time. For example, they would create a hard copy report to see what, when, and how many products a broker sold, and then throw out the paper. Now, with Diver, the sales department is able to answer those quick questions online without slowing down the entire system by using the HP 9000's. We quickly recognized that other departments would benefit from the functionality of Diver.”

Product Functionality

“We use Diver to keep track of and analyze efficiency, revenue, and expense throughout the company. In manufacturing, we track line efficiencies and downtime on a daily basis. In production departments, products and locations are bar coded, so we scan all transactions and download the information to be accessible by Diver. We analyze information down to the user level to see who is doing what, and how much time is spent on a particular job. That

Quick Facts

Organization: Florida's Natural Growers, Inc.

Dimensional Insight Customer Since: 2000

Members: 1100+

Industry: Consumer Beverage Producer

Description: Florida's Natural Growers was organized in 1933 by growers who had a personal interest in bringing the best possible citrus products to the market. Today, we are one of the largest Florida citrus cooperatives of growers, with a membership base of 13 grower associations. The entire cooperative is made up of more than 1,000 grower-members who own more than 50,000 acres of fine citrus groves in the heart of central Florida.

Website: floridasnatural.com

Business Intelligence Platform: The Diver Solution

information can be cross-referenced with a record status to see how many times sales changed an order in the middle of loading and unloading. We also use Diver to allocate budgets to 149 centers (glass production, concentrate production, sales, administration, etc.) based on historical data for electricity, steam generation, waste treatment, and refrigeration. There are 24,000 accounts in our general ledger, so in the past, compiling a quarterly budget would take ten days. Now it takes only two days. At the end of a quarter, senior management is always interested in summary level revenue and expense reports for all corporate centers. Preparing these reports now takes less than a day, opposed to a week. If the number of units produced is increasing, senior management wants to know if the percentage of income and

Critical Issues

- HP9000 platform required constant upgrading as requests for sales related information grew
- Paper based reporting was cumbersome, expensive and unproductive
- Satisfy demand for new reporting and analytics applications platform
- Data Integrator: Dimensional Insight's Extract, Transform, and Load (ETL) tool featuring powerful data manipulation capabilities
- NetDiver™: Javabased zero-footprint interface that resides on a Web Application Server
- DivePort™: Web portal that delivers a single point of entry to reports, charts, and analytical applications

Results

- Replaced paper-based reports with self-service reporting and analytics platform
- Enables finance to allocate budgets to 149 cost centers based on historical data for electricity, steam generation, waste treatment, and refrigeration
- Deploying The Diver Solution freed up Information Systems to focus on mission critical initiatives instead of report generation

expense is also being followed. A correlation between payroll expense and sales, or finding out the cost for a group of centers, is quickly attainable with Diver. We are able to combine the individual data Models together in order to see the trends at the corporate level.”

Strengths

“On the IS side, Diver’s greatest strength is the lack of IS intervention. The Models are created, turned over to the users for approval, and then all reporting from that point on is handled by the user. Speed and flexibility are also the products’ strong points. If we build a multidimensional Model and it’s not exactly what we want, it’s easy to go back and manipulate the Model by swapping a dimension, adding an info field, or changing a calculated column. All of this is accomplished with a simple Windows interface. On the user side, Diver allows fast access to large amounts of historical data, and the ability to view information by any conceivable category. We’re building Models that hold information from 376,000 invoices in Accounts Payable. Users are able to quickly get down to the invoice, even though the database covers a four-year period.”

Selection Criteria

“Other previous BI solutions were extremely hard to administer, they required a substantial amount of time to implement, and the price was extreme. Dimensional Insight fulfilled our needs, the solution could be developed quickly at a reasonable cost, and we didn’t have to invest time in SQL training.”

Deliverables

Sixty users access twenty-four Models representing five years worth of data for sales, budgeting, accounts payable, general ledger, and manufacturing. Twelve Models are updated nightly, and the others are updated weekly or monthly. Supervisors use the Models to quickly access details. Senior management is interested in summary level trends and statistical data. The budgeting department receives a constant variety of requests and creates ten to fifteen customized reports per week. One example of a report request: Why is my production cost .01 cent per unit higher this month than it was last month?

About Dimensional Insight

Dimensional Insight, Inc. is a leading provider of BI solutions with our BI platform and family of purpose-built applications. Our data integration, modeling, reporting capabilities, analytics, portals, dashboards, and applications empower users throughout the enterprise to make timely, data-driven decisions. Thousands of worldwide customers choose Dimensional Insight solutions for flexibility, ease of integration, and rapid time-to-value. Dimensional Insight consistently ranks as a top performing BI vendor in customer satisfaction.

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*- Scott Kapocsi,
Senior Systems
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