

DATA ANALYTICS

CUSTOMER STORY

Nabtesco connects data to business value

Qlik helps Japanese manufacturer create a data-driven mindset in order to expand global marketing power



CUSTOMER STORY

“We must consistently grasp market trends. To compete globally we need to analyze data quickly and in detail. For that, Qlik is our best ally.”

Hiroyuki Yuno, General Manager - Department of Production Engineering,
Deputy General Manager - Manufacturing Innovation Promotion Office, Nabtesco Co., Ltd.

Competing on a global market

The history of Nabtesco Co., Ltd. goes back more than 90 years. The business manufactures industrial robots and hydraulic equipment; transportation equipment for use in aviation, railways, automobiles and ships; as well as automatic doors and packaging machines. It is considered a world leader in motion control technology that controls precision equipment in a range of industries.

However, the competition for market share has intensified due to globalization. The demand for QCDS (quality, cost, delivery, service) has increased. To win against global competition, Nabtesco is pursuing manufacturing innovation, with a focus on strengthening production, control and procurement capacity.

“Nabtesco’s vision for the long term is to be an innovation leader. We’re proud that our technological development capabilities are among the best in the world, but that alone cannot continue to win in a global market,” says Hiroyuki Yuno, Deputy General Manager of the Manufacturing Innovation Promotion Office, a department created in 2015 to explore new ways of working. “We have to add value to stand out from the competition. We have to advance actively, not passively, to become the kind of company we want to be.”

Marketing excellence is needed to develop services that anticipate client demands. Yuno says data analysis is the basis of effective marketing: “The market is always moving. Every moment is a game. If there is a data-driven mechanism that can analyze the collected data quickly and accurately and use it for decision making and planning, we believe that marketing power will make remarkable progress.”

Solution Overview

Customer Name

Nabtesco Co., Ltd.

Industry

Manufacturing

Geography

Tokyo, Japan

Function

Marketing

Business Value Driver

Reimagined Processes

Challenges

- Innovate manufacturing to win global market competition
- Use data to improve marketing capabilities
- Improve company-wide data literacy

Solution

Generate accurate and valuable insight by analyzing data from various perspectives, more quickly, with Qlik Sense.

Results

- Reduces aggregation work, with aggregated data provided quickly when needed
- Strengthens cooperation and eliminates information leaks around data integration using the Qlik platform
- Improves data analysis through greater visualization of data, helping to clarify fresh insights

Visualizing big data with Qlik

Nabtesco wanted to introduce a system to take advantage of the characteristics of each business unit. It would allow users to make quick decisions on their own authority. “We collect data for each company, but we were not fully utilizing it as a management resource,” says Fumihiko Tan of the ICT Promotion Group, Production Engineering Department, Manufacturing Innovation Promotion Office.

“Most companies use databases and spreadsheets to build macros and manage data. When the amount of data becomes huge, it is often heavy and crashes. Some companies have begun to use BI tools, but they haven’t mastered their capabilities.”

Tan began looking into BI tools that are closer to a data-driven mechanism. “At this point, I decided to introduce Qlik Sense. I had evaluated several BI tools and found Qlik to be the best and easiest to work with. Qlik provides us with a one-stop shop for everything, from loading data to displaying analytics. There is no need to use multiple tools, so there is less stress and no time loss.”

Linking data, and digging deeper

Migrating monthly aggregations that had been done using database and spreadsheets to Qlik means aggregation time is almost zero. “We no longer struggle with huge amounts of heavy data,” says Tan.

Information is also more certain. Nabtesco had long believed its ‘safety’ inventory, created to ship stock to customers as soon as possible in the unlikely event that a product is out of stock, was the cause of increased inventory. But the truth is somewhat different, explains Tan.

“A detailed analysis revealed that safety inventory is only a few percent of our inventory value. With Qlik Sense, you can have a clear and quantitative understanding of where the problem lies.”

Tan believes Qlik has significant benefits as the platform supports the entire data pipeline, not just the analytics part.

“Each company in the group has several subsystems linked to the core system, but sometimes the information linkage does not go as expected. Person A knows this information, but he has to ask person B for that information, and so forth. By integrating this information into the Qlik platform, we were able to collaborate well and eliminate information leaks.”

What Tan values most is the ability to link different data sets, and to then dig deeper.

“Not just sales figures, but also which products are selling, what is the trend of sales, what is the inventory, what is the shipping status, the data you want to see and the perspective will change depending on the situation at that time. With Qlik, you can instantly see the data you want and dig deeper. This means you can make sound decisions. We don’t have to gamble with uncertain data.”

How to improve company-wide data literacy

The current challenge is to promote data literacy and develop human resources. By training two or three Qlik power users in each company, Nabtesco has increased the number of users by expanding the base from power users to general users.

“We created our own training programs with Qlik representatives and partners. We’re working to improve the data literacy of the entire company by having them acquire specialized skills such as building analytics applications. A system has also been established in which power users can collaborate and exchange information between companies.”

Yuno is considering creating a new organization, considering the importance of data literacy. “As our expertise grows, the number of people who can respond is naturally limited. We need an organization dedicated to data analytics. Creating a separate company is one option. It is also possible to gather employees with excellent data literacy into a separate organization, and proceed through alliances with outside experts.”

Creating new business value

Finally, Tan describes a state in which Qlik’s data analysis has linked all data: “If all kinds of data can be visualized and everyone can share the same data, you will be able to judge the situation without stress, and to a greater degree you can prevent biased judgments.”

Moreover, he says that the goal is to create something unique from the data using the power of the team. “If data literate team members work hard while discussing within the team, and then proceed with data analysis, I think that something interesting will come out. The goal is to create such an environment.”

Yuno says that to establish data analysis and enhance marketing power, a company-wide change of mindset is needed.

“Judgments would be different if executives could get the data they need at their desks more frequently. We will enhance the data platform centered on Qlik, and also work to raise awareness throughout the company. Of course, to do that, I want Qlik to go even further and support us.”

The keys to success



0 aggregation work which used to take days, has been reduced to virtually zero



1 platform consolidated from multiple systems

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Fumihiko Tan, ICT Promotion Group, Production Engineering Department,
Manufacturing Innovation Promotion Office, Nabtesco Co., Ltd.



About Qlik

Qlik’s vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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