CUSTOMER STORY

Takeuchi unearths data transformation

Equipment manufacturer employs Qlik Cloud for streamlined efficiency and competitive advantage

Qlik

TAKEUCHI
From World First to World Leader

"With Qlik, things are right at users' fingertips, and they don't have to spend days or weeks crunching the numbers to get the information they need."

Susan Dean, Director of Business Technology, Takeuchi US

Surviving in a highly competitive market

Takeuchi is a Japanese compact construction equipment company that makes and sells excavators, track loaders and other compact construction equipment. With its reputation for quality and reliability, the company has become a pioneer in the construction industry, building the world's first 360° full-turn compact excavator in 1971 and the first compact track loader in 1986.

Takeuchi has a presence in Australia, Europe, Asia and the UK, but its principal subsidiary is the USA. Formed in 1979 in Pendergrass, Georgia, it supplies imported Takeuchi machines to a network of over 100 dealers.

With a leading share of the compact equipment market, Takeuchi US is growing, but is constantly threatened by new players. Effective business intelligence (BI) is vital to remain competitive, but prior to 2019 there was no automated process for obtaining that data. With a reliance on complex and time-consuming Excel spreadsheets and SQL reports, it could take up to two weeks for one dedicated person to assemble the mid- and year-end reviews, and additional time for those supplying the necessary data points.

Recognizing the importance of timely data

Two years ago, the winds of change blew in when BI specialist Susan Dean became Director of Business Technology for Takeuchi US. A previous Qlik user, Dean was impressed with its in-memory capabilities, data integration speeds, flexibility and intuitive nature, so she looked no further for a solution.

Solution Overview

Customer Name
Takeuchi Manufacturing

Industry
Manufacturing

Geography
Georgia, USA

Function
Sales

Business Value Driver
Customer Intelligence, New Business Opportunities, Reimagined Processes

Challenges
- Highly competitive market with many new players
- Need for effective business intelligence (BI) to remain competitive
- Requirement to keep dealerships better informed

Solution
Takeuchi implemented Qlik Sense SaaS. Data analysis and dashboards are used extensively within the company and are also made available to 100+ dealers.

Results
- Many hours saved on compiling essential reports
- Dealers and sales teams have the data they need to work more effectively
- Takeuchi is better positioned to compete and grow its market share

Initially, Qlik Sense Enterprise was installed on-premise, but with the need to scale its use to dealerships, the company has now migrated to Qlik Sense SaaS.

Takeuchi US currently has two Qlik apps for dealers and two for sales, along with six other targeted apps to meet specific business requirements. Qlik dashboards are constantly available to users in each of the 100+ dealer locations.

"Initially, we focused on data that is important to our sales team and dealers," explains Dean. "With better analysis we can now understand what the dealers are doing well, and where they need to improve. We can also deep-dive into different KPIs to pinpoint trends."

Previously, sales staff had to visit up to ten internal and third-party data sources to compile the information and now all these sources are integrated into just one Qlik dashboard. Takeuchi's President is also using Qlik to analyze compliance reports for J-SOX which places strict rules on financial reporting. When he recently requested a report within one week, it was delivered to him in a mere 20 minutes!

Current benefits and future plans

"Qlik Sense is easy for non-technical sales and field staff to use and puts things right at users' fingertips. They don't have to spend days or weeks crunching the numbers to get the information they need," says Dean.

Now, time taken to compile mid- and full-year reviews has been reduced by up to four weeks each, and these vital reports are readily available and updated nightly. The sales staff also report that they are saving up to 15 hours a month each on admin work. It is estimated that the investment made in Qlik Sense will be recouped in a year.

Eliminating manual processes has increased data accuracy and dealers now have a much clearer picture of available inventory, when previously they were unsure when orders would be fulfilled. Accounts receivable data is more readily available and workload pressures on the ERP system have been relieved.

Takeuchi US now plans to apply Qlik to inventory, finance and services. The largest global project will be IoT-based, capturing data from 25,000 machines fitted with telemetry devices that transmit every 15 minutes. This will involve millions of records that will be useful to R&D, maintenance, fleet management and many other areas of the business.

"We have only scratched the surface and I know that the president of our company is very interested in how Qlik can help us in the future," concludes Dean. "There are so many use cases that we want to implement and our BI group will grow because there is so much we can do with Qlik."

The keys to success

150 hours a month saved for sales staff

3-4 weeks saved in compiling reviews

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Susan Dean, Director of Business Technology, Takeuchi US

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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. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions 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 38,000 active customers around the world.

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