



SYNERGY

CASE STUDY

SYNERGY ENABLES SMART AND EFFICIENT BUSINESS INTELLIGENCE AT SILO THROUGH QLIKVIEW SOLUTION

ABOUT SILO

Silo delivers on the growing need for a centralised, reliable source of all industry-related product images, data and analytics within the FMCG industry. Established in 1993, Silo has provided content, image libraries, product photography, and creative services to the FMCG industry for more than 21 years. With an integrated business offering; Silo supply its long-term partners including retailers, brand owners and content consumers with brand content and data for their omni-channel marketing needs.



THE BUSINESS CHALLENGE

To maintain its high standards of service, Silo embarked on a drive to engage in more efficient business processes with a particular focus on the preparation of client presentations. With manual processes being time consuming and prone to errors, the challenge was to create a faster and more cost-effective way of working that would allow Silo's employees to provide valuable input into client data while spending less time on compiling and formatting content.

A TRANSFORMATIVE SOLUTION

Silo looked to Synergy to assist with a redesign of their Qlikview model and to create a more robust and dynamic method of automating the production of presentations. The Qlikview model redesign included report and dashboard changes and related system logic to enable the production of greatly enhanced and improved data rich PowerPoint presentations.

RESULTS

- › Ability to produce data rich presentations within minutes
- › Reduction of major project lead times from six weeks to just one week
- › Significant reduction of time needed for PowerPoint development
- › Enhanced consistency and reduction of errors
- › Greatly improved levels of service to Silo clients

Lasting Benefits for Better Business Performance Following Synergy's successful redesign and implementation of Qlikview, skilled employees at Silo are now better equipped to use their time and efforts more effectively in delivering quality presentations to clients.

In addition, through the process of developing BI for Silo, the partnership between Synergy and Silo will continue with planned design and implementation of other Qlikview features such as forecasting and planogram models and Qlikview development training, among others.

The project also highlighted the financial and business advantages of implementing automated BI solutions like Qlikview to achieve better business performance.