# phocas
Keep It Simple

**COMPANY**
Antler
www.antler.co.uk

**SECTOR**
Retail

**PRODUCTS**
Suitcases
Travel Bags
Luggage

**COUNTRIES USING PHOCAS**
UK

**ERP SYSTEM**
System 21 / AS400

# Antler discovers that for Business Intelligence, Phocas is the only way to fly!

Antler Luggage designs and manufactures travel bags, suitcases and associated products.  In the UK Antler sells to trade customers and direct to consumers through its own retail stores and online shop, while internationally it sells through a network of distributors.  Finance director Bill Montague shares his thoughts about the implementation of Phocas business intelligence at Antler in 2011.

**The business issues:**  A recent change of management and new investments to the business uncovered a lack of reliable, high quality business data to help management make vital business decisions, a situation not helped by Antler's ageing green-screen ERP system.  Under this system, reporting would involve a time-consuming process of having an IT specialist create a query, export to the data to a spreadsheet and then interpret through a pivot table. And even then it may not produce the required data!  Montague was particularly concerned that "eighty per cent of the effort is wrapped up in obtaining the data, not analyzing it!"  Antler needed a software solution that would allow it to see more of its business and ultimately make better decisions.

**Solution:**  Antler initially tried to work internally to improve its existing systems, but soon realised this wouldn't be successful. When Phocas created a proof of concept in just two days, Antler was convinced this was the way forward. Phocas demonstrated that Antler could not only extract information from its existing ERP, but present it in a meaningful and easy-to-manipulate way.

" Antler has found the tangible benefits of moving from a slow, difficult and static reporting process to a dynamic real-time system that allows decisions to be made on the spot "
Bill Montague
Finance Director, Antler

**Results:**  The Phocas BI software has helped Antler get a better view of its business, improve efficiency and make better decisions.   Instead of relying on month-end data, managers can now make dynamic decisions on the spot by using the Phocas tool to dig down to data that would have been almost completely inaccessible with the previous system. Highlights include:

-	Real ROI: Payback of the system in just three months.
-	Real-time analysis of data, any time.
-	Hugely improved consistency of data.
-	Helps Antler identify tens of thousands of pounds of new business opportunities.
-	Helps with forecasting.
-	Visibility of margins across channels: online, with distributors, internationally and direct.
-	Helps to categorise sales into more detail, from colours, sizes of suitcases, and differentiation of products styles (casual bag, backpack or suitcase).

With Phocas, Antler's conception of 'reporting' and 'dashboards' has been irrevocably changed — Phocas offers much more than that. Antler has found the tangible benefits of moving from a slow, difficult and static reporting process to a dynamic real-time system that allows decisions to be made on the spot. Phocas allows Antler staff to follow a train of thought or argument and dive into the data to see if a particular feeling or hunch is correct. Problems can be solved in minutes.

**Future Plans:**  In addition to the existing sales and stock databases within Phocas, Montague is keen to add financial databases, including general ledger and accounts receivable/payable.

Overall, Antler's experience shows that small and medium sized enterprises can also get the best of what BI has to offer, not just large corporations.

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**What is Phocas?**    Phocas is a world leader in simple, results driven, Business Intelligence software.  Established in 1999 by pioneers in the ERP sector, award winning Phocas has quietly established a global reputation with thousands of users throughout North America, Australia, Asia and Europe. Our philosophy is based on simplicity.  We allow people who deal with huge volumes of data to make better, more informed decisions that drive efficiency and increased profitability.