

CUSTOMER SUCCESS STORY

Burris Logistics

“Business Objects touches every aspect of our operations. I would be hard pressed to find anyone that won’t be affected by our Business Objects implementation,” Edward Krupka, CIO, Burris



Industry
Supply Chain
Management

Business Pain

Burris needed to improve the information delivery mechanism in its ERP application in order to meet end-user requirements

Why Business Objects?

Business Objects deliver Burris the flexibility and power they were looking for

Business Objects Products and Services

BusinessObjects Enterprise XI R2, and in the future, Web Intelligence, Dashboard Manager and Performance Manager

Burris Logistics un-Freezes its Corporate Data with the help of Business Objects

Burris Logistics operates a network of frozen food warehousing and distribution systems in the eastern United States. Burris was formed back in the 1920’s finding the solution for delivering fresh-baked bread from Philadelphia to the Delmarva peninsula. Today, Burris is one of the largest temperature-controlled logistics companies on the east coast with more than 1,000 employees, offering customers a rare combination of strength, stability and experience.

Business Challenge

For more than fifteen years, Burris has been using a custom built ERP application to house their inventory, sales, HR and financial data. They are transitioning to a Java-based application to meet the evolving demands of the business, and as part of this transition, Burris knew it needed to improve the delivery of information from the application to both internal users and customers.

Edward Krupka, Jr., CIO at Burris elaborated on their challenge: “Our reports were being delivered to users in hard copy paper-format, which was time-consuming for IT and not to mention expensive – our FedEx bills every month were staggering. The type of information we could pull out of the system, and how we could interact with the data, was not meeting the needs of our end-users. We want our users to own the data – if we really believe that, we need safe and reliable tools to retrieve, enter and report on that data.” Burris also wanted to set the foundation for dashboard and scorecarding applications in order to get even more visibility into their business.

Approach

Burris turned to Business Objects and Business Objects Solution Provider Partner CNE, Inc. to help them with their reporting and information delivery requirements.

Burris had a copy of Crystal Reports and turned to CNE for training; however, over time, the partnership evolved into strategy, consulting, report writing, and implementation services. CNE helped them understand how the entire Business Objects technology platform could be used to meet their existing and future needs.

“We chose Business Objects after evaluating a few other Business Intelligence vendors, including Microsoft. We liked their technology because it gave us the flexibility and power to do what we needed,” said Krupka.

“We consider CNE one of our top three strategic partners. My job as CIO is to solve business problems for Burris, normally using technology, and I look to CNE to do the

Business Benefits

- Employee and customer visibility into corporate data
- Significantly reduced courier costs
- Increased IT efficiency
- Web-based access to reports with drill-down capabilities
- End-user flexibility and access to data whenever they want to see it

same thing for us. And they can't do that if they're not hands-on and intimately involved in our business. They are truly an extension of our IT group – it has been a perfect marriage,” concluded Krupka.

Results

Exceptional visibility into corporate information

Burriss currently has 25 internal and external users accessing Business Objects reports; this will go up to more than 400 in the near future, and more than 1,000 in less than a year.

Users now get their reports emailed to them or they access their reports over the Web – anytime, anyplace. Users can also schedule reports and customize them the way they want, giving them complete control and flexibility. They can also create their own reports over the Web and drill-down into the data to get more answers, without involving IT.

Krupka elaborated: “Now IT doesn't have to be the liaison between users and our development group, allowing us to increase IT efficiency while also better meeting end-user needs.”

Examples of what Burriss users can do with access to their data through Business Objects:

- **Customers.** Burriss is customer service focused and as such, they give their customers access to valuable data over the Web in order to serve their customer. Customers can access various Business Objects reports including inventory information, so they know what inventory they have on hand at anytime. Customers can also pull-down order and transactions information over time, receipts, shipments, and adjustments, as well as other finance and customer service reports.
- **Employees.** Burriss internal employees also access their Business Objects reports over the Web. Almost all employee groups at Burriss use the Business Objects technology. Warehouse managers view palette moves over a period of time; staff personnel look at operational metrics; finance departments look at billing data and other financial reports; transportation employees use it to view various transportation related orders; and the sales team uses commission reports to help manage sales.
- **Executives:** In the future, Burriss will be providing executives with management scorecarding and dashboard applications with drill down capabilities in order to get an even more in depth view of the business.

“We have thousands of reports that are being used by our customers and employees. We have a habit of not saying no to our users – if they make the request, we make that report happen. Business Objects touches every aspect of our operations. I would be hard pressed to find anyone that won't be affected by our Business Objects implementation,” concluded Krupka.

For More Information

For more information on Business Objects' business intelligence suite, BusinessObjects™ XI, offering the BI industry's most advanced and complete solution for performance management, planning, reporting, query and analysis, and enterprise information management, please visit www.businessobjects.com or call 1 866 681 3435.

For more information on Business Objects Solution Provider partner CNE, Inc. please visit www.cne.com or call 1 888 913 4263.

For more information on Burriss Logistics, please visit www.burrisslogistics.com.

