

ANALYTICS



More transparency in the order-to-cash process at ASM Aerosol-Service AG



About ASM Aerosol Service

ASM Aerosol-Service AG (ASM), headquartered in Möhlin (Aargau, Switzerland), is an established, independent, and internationally oriented contract manufacturer of sophisticated products in liquid to semi-liquid form. With decades of experience and state-of-the-art technology, the family-owned company, founded in 1953 and employing approximately 200 people, supports customers in the development and production of customized solutions for the global pharmaceutical, cosmetics, perfume, and technology industries – from product concept to packaging.

ASM has been using SAP S/4HANA as its ERP solution since 2019. Previously, the analysis of various SAP data from areas such as sales, production, finance, and warehousing was carried out in Excel. Due to the high manual effort and growing demands for data analysis, the company decided to implement a data analytics solution.



- **Customer:** ASM Aerosol-Service AG
- **Industry:** Life Sciences
- **Region:** Germany, EMEA
- **Function:** Sales, Production, Purchasing, Warehouse
- **Challenges:** More efficient design and automation of SAP data analysis performed manually in Excel; Standardization of the key performance indicator structure
- **Solution:** Qlik Cloud Analytics™, iVIEW Framework (Dataflow, Library)
- **Results**
 - Automated data provision
 - Central key performance indicator management and provision
 - More efficient analysis processes

Challenge

"We wanted to achieve the highest possible level of automation in data provision so that we could always work with up-to-date data," says Ramona Vogel, Business Controller at ASM Aerosol-Service AG. "It was also important to us to ensure a uniform structure for key performance indicator calculations and reporting." Furthermore, the solution had to be usable in the specialist departments via a self-service process and operated in the cloud.

Qlik® impresses with technology and user-friendliness


Various data analytics solutions were evaluated. Qlik Cloud Analytics was found to be the best fit for ASM's requirements. Both the technology and its high level of user-friendliness were convincing. "The various filter options guide users very well through the analyses; in-depth IT knowledge is not required," adds Ramona Vogel. "Qlik Cloud Analytics scored highly also thanks to a wide range of visualization options that allow us to map complex data structures in a comprehensible way."

Qlik Elite Partner Informattec handled implementation and initial application development. "We wanted to work with a partner close to us who would provide us with expert technical support and personal support. That's exactly what Informattec offered us," says Benjamin Fürst, Head of Finance, Controlling, and IT at ASM. "Moreover, our then IT manager had already implemented data projects with Informattec and was very satisfied."

To begin with, a joint workshop was held to define which key figures were needed and which SAP tables from the SAP modules used were required for generation.

SAP data transfer with iVIEW

To optimally utilize cloud capacity and ensure high-performance SAP data transfer, Informattec recommended the principle of integrating curated SAP data. This approach involves specifically controlling and orchestrating data pipelines to efficiently manage and monitor data flows – supported by iVIEW Dataflow. The visual front-end interface developed by Informattec enables visual modeling of ETL (Extract, Transform, Load) processes without in-depth programming knowledge, while leveraging automated, documented code generation according to Qlik best practices. This ensures easy-to-maintain and consistent data processing.



A central component of the overall concept is the iVIEW for SAP module, which handles the extraction and structuring of SAP data. In a seamless workflow, the required data is extracted from the SAP system, processed, and prepared for further processing. iVIEW Dataflow then handles the transformation and modeling of the data in standardized ETL processes.

Central key performance indicator management and provision

The iView Library module ensures the desired consistency in key performance indicator definition and calculation. It serves as a central "single point of truth" for all KPIs, variables, and metadata, ensuring that they are maintained and managed in a single location.

This avoids redundancies and inconsistent definitions, significantly increasing the quality and comparability of analyses across all Qlik applications. Centrally defined content can be rolled out to compatible Qlik applications in an automated and controlled manner – without the need for manual adaptation. Thanks to versioning and change tracking, users always maintain an overview of the development status of their key performance indicators and can revert to previous versions if necessary.

Analyses for sales, production, purchasing and warehouse

In the first project step, the existing sales reporting was mapped into Qlik Sense® in collaboration with Informatec. The focus is on key performance indicators such as revenue, sales volume, and forecasts, which can be viewed from various perspectives, such as customer, time period, and product.

Using the Qlik Application Automation® tool, Qlik-based reports are also automatically sent via email to users inside and outside the Qlik Cloud system. "This allows employees to consume information without having to use their own license," explains Ramona Vogel.

Thanks to the know-how transfer during implementation and accompanying training provided by Informatec regarding both Qlik technology and the iVIEW framework, ASM was able to independently implement an application for production in a subsequent project.

Key figures such as unit numbers produced are displayed, which can be viewed from perspectives such as customer, workstation, and time period, from annual to weekly. This application also allows data to be viewed at any level of detail, from the workstation down to the order level.

The capacity utilization of production can also be visualized for the future by examining all open orders and their planned end dates. This shows the quantities to be produced and how many shifts or resources are required.

The number of shifts is then compared with the number actually available. This allows you to see at a glance whether and when a production line is overloaded and whether orders need to be postponed as a result.

Applications for purchasing and warehousing are currently being developed. In purchasing, important basic data is visualized, such as order volume per supplier, delivery date variances, and differences between ordered and actually delivered quantities. In addition, the development of purchasing prices over the past four years is presented, with the option of filtering this data by customer. In the warehousing area, the focus is on analyzing storage space utilization to better track inflows and outflows and to identify early on whether sufficient capacity is available for certain warehouse types or whether replanning is necessary.

30 hours less effort per month

By using Qlik Cloud Analytics in combination with iVIEW Dataflow and iVIEW Library, ASM has been able to significantly reduce its monthly reporting effort in sales and production. Thanks to the high degree of automation—both in transferring SAP data to Qlik Cloud and in maintaining the applications—around 30 hours are saved per month.

Future

Further expansion of the Qlik landscape is planned. An app for analyzing SAP FI data is planned. There are also interesting approaches in the area of process mining, the use of which is currently being evaluated at ASM.

In the medium term, approximately 50 percent of the workforce will work with data prepared in Qlik.

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Qlik transforms complex data landscapes into actionable insights to drive strategic business outcomes. Our portfolio of more than 40,000 customers worldwide leverages advanced, enterprise-grade AI/ML technology and consistently high data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive, real-time Qlik analytics uncover hidden patterns and empower teams to solve complex challenges and seize new opportunities. Our practical and scalable AI/ML tools lead to better, faster decisions. Our platform-independent technology and expertise make our customers more competitive.

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