



# Epic Group Manages Dynamic Growth by Visualizing Business Intelligence Data with Qlik

“My management team were thrilled, never having seen anything like this. Qlik is easily scalable and flexible. It also readily embraces changes. This capability is very important for our dynamic organization.”

– Arindam Sinha, Group CIO, Epic Group

## Overview

Hong Kong based Epic Group has experienced massive expansion in its business. It saw the need to create a strong and stable IT infrastructure to support its annual 10% rate of growth. To help management anticipate and handle further business success, Epic Group harnessed a Qlik solution that visualizes business intelligence data, enabling empowered strategic management decisions based on real time information.

## Uncompromising vision

Epic Group has enjoyed spectacular growth with revenue from its garment provider business increasing from \$70 million to \$500 million in a span of 10 years. Today Epic Group runs its own manufacturing facilities in Bangladesh & Vietnam and employs over 20,000 people. Each season it produces four new collections with over 100 new fabrics.

Its client list is a roll call of some of the globe’s most recognizable brands including Wal-Mart, JC Penney, Levis, VF, Dillard’s, and Nordstrom. Epic offers a full suite of services to its global clients such as cutting edge design, replenishment, management and planning.

The Epic vision is uncompromising: “Our customer has a choice and we need to combine speed, efficiency, technology, design and innovation to be that choice.” Senior management saw the need for a strong and stable IT infrastructure to support that vision.

The challenge was to gain visibility to be able to view, sort and analyze business intelligence data from the orders booking phase, from finance, supply chain management and even, at a later stage, to the manufacturing shop floor.

The Group had been using a Business Intelligence (BI) suite of front-end applications but found it inadequate to link different views. The idea of building its own data warehouse proved too cumbersome due to licensing issues.

Epic appointed Arindam Sinha as Group CIO in a move that proved pivotal to meeting the company vision. “I had used Qlik before. I knew how this could work seamlessly with other solutions and how easy it was to extract data. It could sit over all the system records, allowing us to gather the information we wanted to improve our decision making.”

## Solution overview

**Company:** Epic Group

**Industry:** Garment manufacturer

**Function:** Sales and manufacturing operations

**Geography:** Headquartered in Hong Kong, it has design studios in Hong Kong and London and manufacturing facilities in Bangladesh and Vietnam

**Challenges:** To sustain strong annual growth of 10 – 12% by enabling management to visualize business intelligence data and make strategic decisions based on real-time information.

**Solution:** Epic Group implemented the Qlik platform with applications covering sales tracking; revenue by region, customers, and by product category, against target. Future plans to roll the solution out to the factory floor.

### Benefits:

- Management able to see by evening the state of operations occurring during the day.
- Reduced data manipulation since data is now captured at source.
- Open platform allows data extraction and integration from anywhere enabling Epic Group users to design the reports they need.
- Avoided the trouble and cost of building Epic Group’s own data warehouse

### Data Source Systems Database:

SAP Financial Accounting and controlling module. Commercial Information Management System (CIMS) for supply chain Order Management System (OMS) ver. 2.



World-class manufacturing. Cutting-edge solutions.

## Keys to success

- The platform is sustaining annual growth of 10-12%
- Management is thrilled with Qlik solution and has plans to roll it out to the manufacturing facilities
- Instead of waiting weeks, management gets a snapshot of the day's operations within the same day
- Employees delighted with the solution which has reduced their need for lengthy data manipulation
- Qlik answered all the users' questions from the outset

## Meeting and satisfying dynamic needs

"In the arena of business intelligence and data visualization everything is changing all the time. People come up with new ideas and business requirement changes. The ability to keep meeting and satisfying those dynamic needs quickly is a powerful value which Qlik brings to the table," Sinha explains.

IT provider partner, Velocity Business Solutions, introduced the Qlik platform to present visual analytics in an innovative way compared with traditional approach.

Sinha explains: "Velocity built and presented a proof of concept for a prototype of applications covering sales tracking; revenue by region, customers, and by product category, against target, and how timely manufacturing is in meeting and delivering orders. Best of all we didn't need to build our own data warehouse as a result."

Sinha says because Qlik is a "very open platform it allows us to extract data and integrate it from anywhere and everywhere and design the reports that we want. So you don't have to be human dependent to develop those kinds of reports, which is very important for any organization."

## "Management thrilled, employees delighted"

"My management team were thrilled, never having seen anything like this. Qlik is easily scalable and flexible. It also readily embraces changes. This capability is very important for our dynamic organization. Meanwhile Qlik also excited our employees, because at the outset they asked many questions and almost 100 per cent of their questions were answered immediately when we presented the Qlik solution."

Sinha continues: "This was a significant landmark, because if we are to achieve our vision then there are two critical dimensions: technology and teamwork. We selected Qlik as our business intelligence solution because we knew it would more than satisfy the first dimension. However, Qlik was also

important to us because it quickly gained the users' delight and satisfaction. This has re-enforced and strengthened the great team work that is propelling our organization's vision."

Sinha points out the value in Qlik's ability to let the user see all the information on the screen. "In the past, with our disparate systems, reports for senior management were generally arriving at weekly intervals. Information would come from different sources in different forms, by telephone calls, or excel sheets, or emails. The data manipulation workload on those individuals is reduced because now the data is captured at source. Management will know by evening what happened today."

Ian Whitehouse, Head of Velocity Business Solutions, recalls: "In the software world it is quite unusual for people to say I really like using a particular piece of software, but with Qlik we really get people wanting to use it, loving to use it."

Whitehouse adds: "The associative data model supports and delivers the value that enables Qlik users to have a great experience of finding information within their data they didn't really know existed. The fact that it is in-memory is great, because users don't have to wait for any answers. Two pieces of technology, the in-memory engine and the associative data model, are what make Qlik really click."

Looking ahead, Sinha is anticipating further strengthening of the Qlik value. "Our chairman is optimistic and wants to roll out the solution to the factory floor. We are looking at the challenge of what data to extract and what to ignore. When we have done that, in maybe six months' time, Qlik will have an even more important role to play."

**For inquiry, please contact us at [enquiry@vebuso.com](mailto:enquiry@vebuso.com)**

**To gain more insight on Qlik, please visit our company website on [www.vebuso.com](http://www.vebuso.com)**