

*Together we're a bestseller*

centraal  boekhuis

# Doing business aided by knowledge

*The success behind business intelligence*

Emiel van Bockel  
Centraal Boekhuis



# Award winning BI project



- 🌐 Could you tell us more about it?
- 🌐 What is behind its success?



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# Company impression



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## Centraal Boekhuis

- The leading logistic service provider (Dutch book market)
- Linking pin between publisher and bookseller
- Storage, distribution and transportation of books
- Invoicing, accounting and information
- More than 67 million books a year



- 🌐 Aiding our mission
  - Operational excellence in logistics for the supply chain
  - Supporting our customers (distribution and sales information)

## 🌐 Internal Business Intelligence

- The flow of goods (books)
- Revenues (of our services)

## 🌐 External Business Intelligence

- Publisher
- Bookseller



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# External Business Intelligence



publisher

Centraal  
Boekhuis

bookseller



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# Need for information

## Dutch publishers

- Increasing competitive market
- More need for information
- CB delivers logistic as well as information services

## Information

- Managing primary processes
- Insight in costs and cash flow
- Analysis and forecasting
- Stronger negotiation position with booksellers
- Benchmarking



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# Process and information

Additional (management- & market information)

Standard (reporting)



cbonline Uitgever De (begeleider) centraal boekhuis

voorraad **verkoop** markt financieel downloads systeem

uitgever analyse retour afnemer

jaar: 2006 maand: jan t/m: sep land: alle **tonen**

zoeken op:

inzoomen op: artikel: imprint **fondsgroep** titel afnemer: groep land afnemer opdracht: twvc vos

Selecteren	kalender	verkoop (#)	retour (#)	saldo (#)	verkoop bruto (€)	retour bruto (€)	saldo bruto (€)	verkoop netto (€)	retour netto (€)	saldo netto (€)	korting (%)	retour (%)	gem. vk prijs
<input type="radio"/>	18-02-2007	4.265	54	4.211	51.292	892	50.400	26.196	480	25.716	45,9	1,3	11,97
<input type="radio"/>	september	93.331	4.275	89.056	1.524.838	68.169	1.456.669	737.663	30.235	707.427	48,4	4,6	16,36
<input type="radio"/>	2006 jan t/m sep	640.153	49.445	590.708	10.235.880	785.676	9.450.204	4.844.189	408.019	4.436.169	50,4	7,7	16,00
<input type="radio"/>	2006 totaal	831.952	70.056	761.896	13.463.833	1.128.309	12.335.524	6.474.804	591.939	5.882.866	49,7	8,4	16,19
<input type="radio"/>	2005 jan t/m sep	544.353	31.065	513.288	8.939.063	544.926	8.394.137	4.394.791	266.194	4.128.597	48,1	5,7	16,35
<input type="radio"/>	2005 totaal	747.100	51.796	695.304	12.596.078	886.701	11.709.377	6.194.357	448.175	5.746.183	48,3	6,9	16,84

**printen** **excel** **excel dag**

[voorraad](#) | [verkoop](#) | [markt](#) | [financieel](#) | [downloads](#) | [systeem](#)



# The success

## Publishers

- ▶ Very satisfied (enthusiastic)
  - ▶ Score "good" to "very good"
  - ▶ 75% of all publishers (500) live within 1 month
- ▶ They say they are better informed

## The commercial success for CB

- ▶ the given target is realized 5 times faster
- ▶ ROI < 1 year
- ▶ 25% growth within the first year

## Users

- ▶ 500 Publishers
- ▶ 1500 Named users



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# What's behind the success

- Put the user in the middle
- The level of information
- “You don't know, what you want to know.”
- “What decisions need to be made?”



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# The user



## BOEKENBAL 2008

CPNB

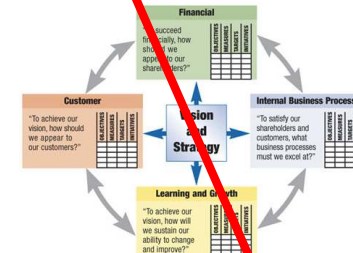
dinsdag 11 maart, 20.00  
Grote Zaal

 KAARTEN BESTELLEN

Op de avond voorafgaand aan de Boekenweek wordt Het Boekenbal gehouden. Het traditionele openingsbal waar heel literair Nederland feest viert, vindt al sinds 1946 plaats in de Stadsschouwburg. Afgelopen jaar was het Boekenbal, met het thema Lof der Zotheid, weer een echt schrijversbal. Honderden auteurs, van Remco Campert en A.F.Th. van der Heijden tot Kluun en Saskia Noort, de eregasten Geert Mak en Kees Fens en natuurlijk Harry Mulisch maakten het met hun aanwezigheid tot een groots feest.

CPNB  
[www.cpnb.nl](http://www.cpnb.nl)

**Publisher**



## Simplicity

- Clear overview
- Consistency 
- Flexible (*filters & zoom in*)



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# Level of information



- Everybody walks through every level
- You can't start at an upper level



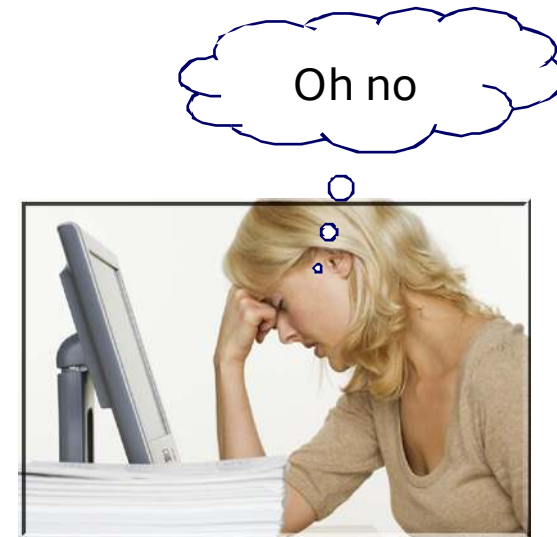
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# "You don't know, what you want to know"

What does a user want to know?

- ▶ Everything
- ▶ Especially, **NOW!**

sql prompt> select all from database;



Nice report, but can it be changed ...

Nice report, but I don't really need it ...

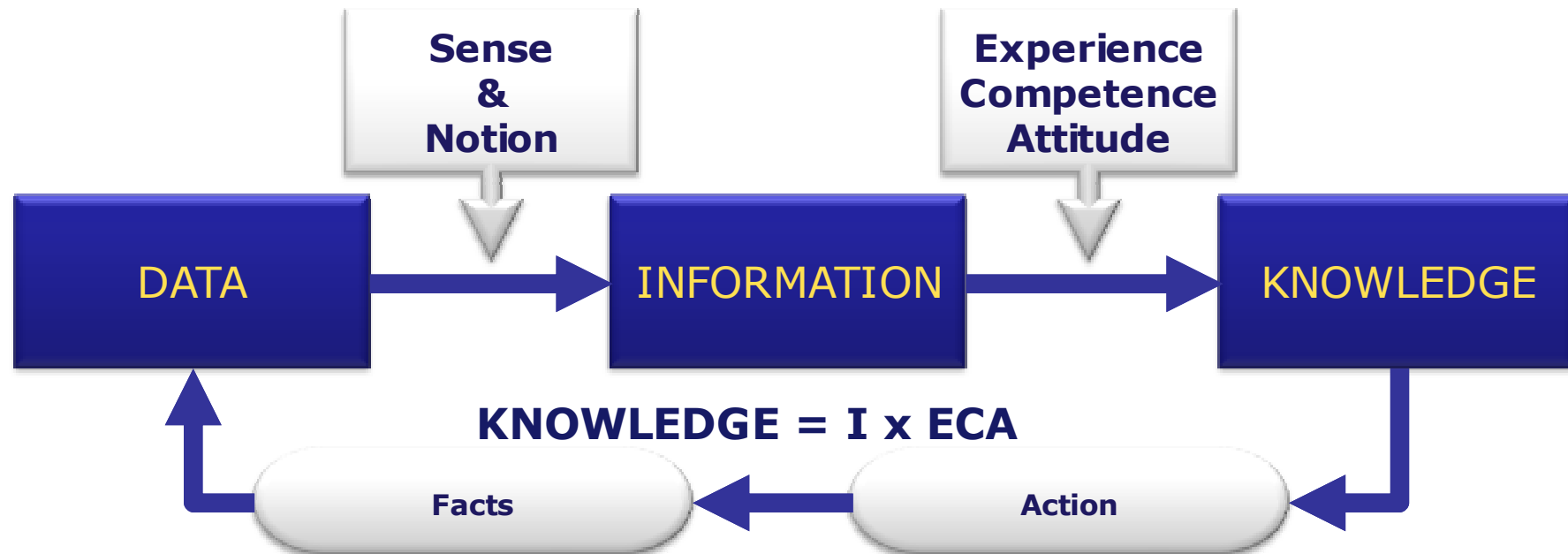


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# “Which decisions need to be made?”

## Business Intelligence

- Business  $\approx$  doing business
- Intelligence  $\approx$  it's about knowledge
- Doing business aided by knowledge



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# “Which decisions need to be made?”

- 🌐 Sales manager
  - Hurry up, I am late!
- 🌐 Racing driver
  - With oversteer it will be ok!
- 🌐 Courier
  - Can I park my truck?
- 🌐 Employee
  - I am going to fill up my car first..



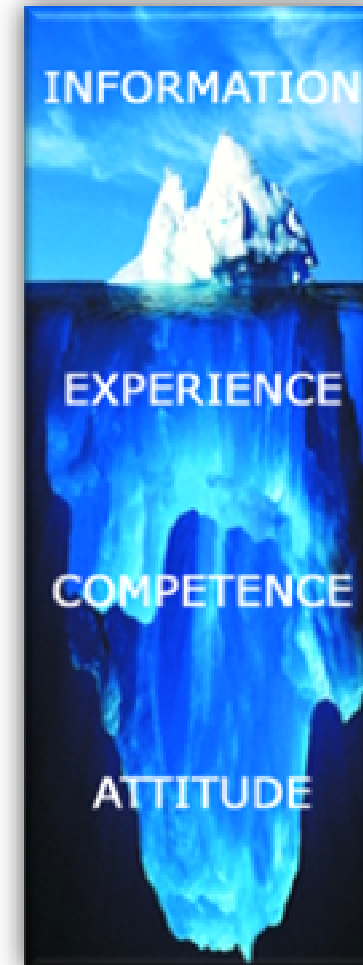
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# My advise

 ~20% information

 ~80% ECA

1. Put the user in the middle
2. Define your business processes
3. Decide which decisions need to be made
4. Relate the information to it
5. Don't change your course of action!



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1. Put the user in the middle
2. Define your business processes
3. Which decisions need to be made?
4. Relate the information to it
5. Don't change your course of action!

## Simple reports

- ▶ Clear overview
- ▶ Consistency 
- ▶ Flexible (*filters & zoom in*)

**The  
publisher**



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# In practice

1. Put the user in the middle
- 2. Define your business processes**
3. Which decisions need to be made?
4. Relate the information to it
5. Don't change your course of action!



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# In practice

1. Put the user in the middle
2. Define your business processes
3. Which decisions need to be made
4. Relate the information to it
5. Don't change your course of action

## Backlist

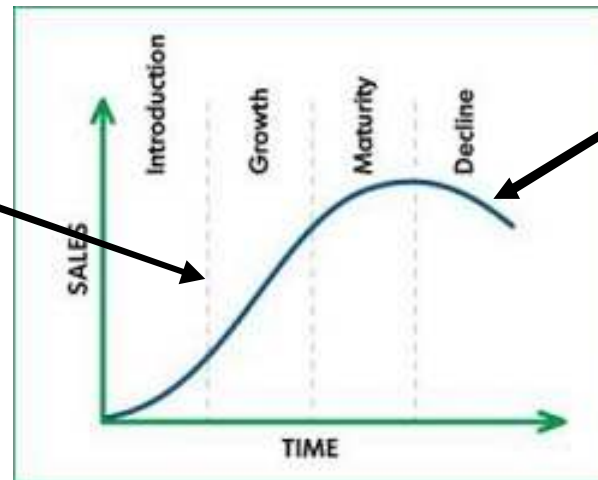
- clearance, destroy

(too much stock)

## Fast movers

- reprint

(enough stock)



# In practice

1. Put the user in the middle
2. Define your business processes
3. Which decisions need to be made?
- 4. Relate your information to it**
5. Don't change your course of action

<b>Publisher</b>			
<b>proces</b>	<b>decision</b>	<b>information</b>	<b>data</b>
<b>Stock management</b>	<b>Reprint</b>	<b>Stock (high level)</b>	<b>Free stock</b>
		<b>Sales (detail)</b>	<b>Sales last 21 days</b>
	<b>Clearance</b>	<b>Stock (detail)</b>	<b>Free, reserved, blocked stocks</b>
		<b>Sales (high level)</b>	<b>Returns</b>
			<b>Sales last months/years</b>



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# In practice

1. Put the user in the middle
2. Define your business processes
3. What is the user's role?
4. Relate the user to the business process
5. Do the user have the right information?

voorraad | verkoop | markt | financieel | downloads | systeem

inslag | dag | maand

titel:

auteur:

verschijningsdatum van:  t/m: 19-02-2008

fondsgroep: alle SDV: alle

imprint: alle SLC: alle

selecteer ISBN en ga naar: maand

Vorige 1-15 van 712 volgende 15

ISBN/EAN	auteur	titel	in nota (#)	19_feb vrd vrij (#)	19_feb saldo vrk (#)	18_feb vrd vrij (#)	18_feb saldo vrk (#)	17_feb vrd vrij (#)	17_feb saldo vrk (#)	14_feb vrd vrij (#)	14_feb saldo vrk (#)	13_feb vrd vrij (#)	13_feb saldo vrk (#)
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Title	On Order	19 september		18 september		17 september		16 september	
		Free stock	Sales	Free stock	Sales	Free stock	Sales	Free stock	Sales
Lord of rings	0	20.732	293	20.923	405	21.224	100	21.687	2.346
<b>Totaal</b>	$\Sigma$	$\Sigma$	$\Sigma$	$\Sigma$	$\Sigma$	$\Sigma$	$\Sigma$	$\Sigma$	$\Sigma$

	0	3.932	195	4.000	91	4.211	14	4.291	66	4.313	149
	0	3.716	47	3.754	49	3.803	17	3.833	53	3.855	30
	0	3.541	1	3.559	11	3.563	1	3.572	13	3.579	6
	0	3.309	-1	3.309	0	3.310	0	3.310	0	3.310	0
<b>Totaal</b>	<b>1.911</b>	<b>462.678</b>	<b>3.313</b>	<b>463.917</b>	<b>6.421</b>	<b>465.199</b>	<b>5.661</b>	<b>467.055</b>	<b>3.740</b>	<b>473.253</b>	<b>1.719</b>

selecteer ISBN en ga naar: maand

Vorige 1-15 van 712 volgende 15



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# Lessons learned (My own pitfalls)



## Emiel van Bockel:

- ✓ We have tools
- ✓ We have data
- ✓ We have technical skills



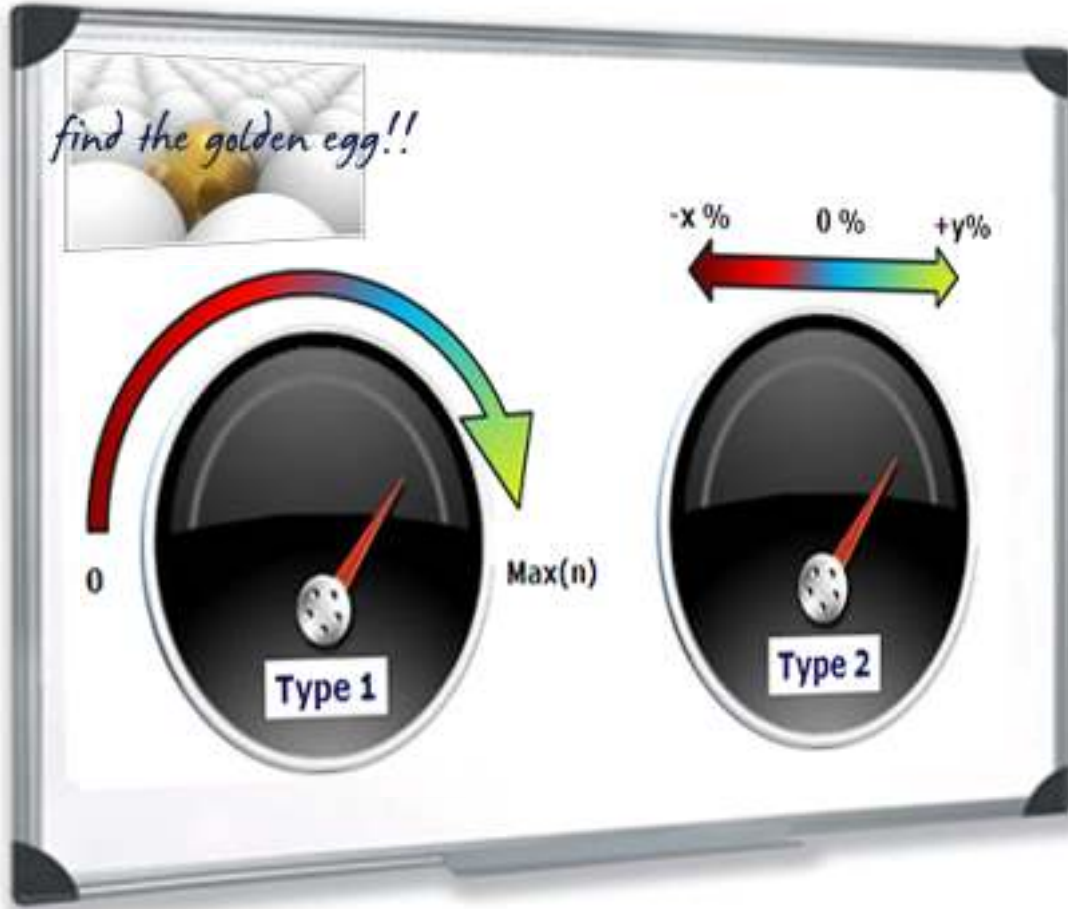
## Publisher:

- ✓ We don't understand it
- ✓ We just want a report
- ✓ We need an egg to cook!



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# My mission

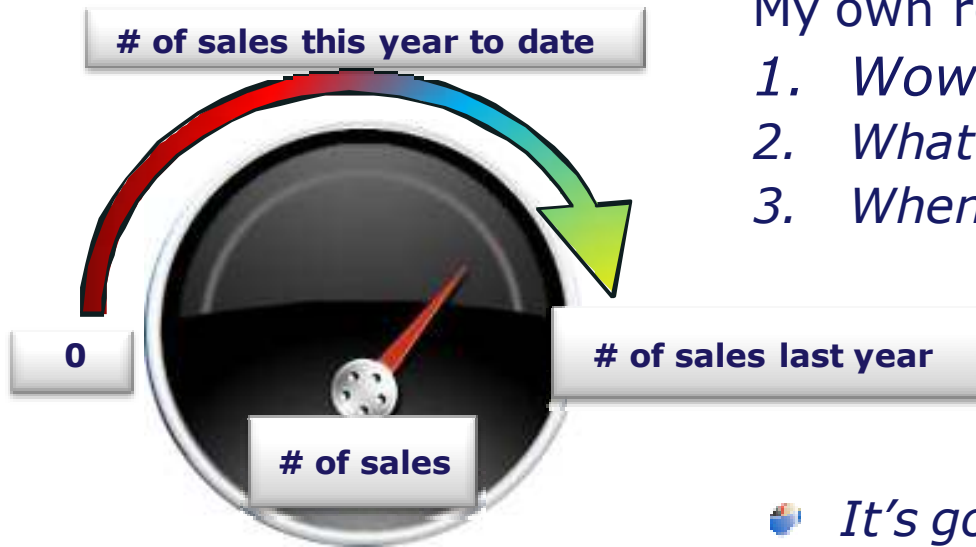


- Two indicator types**
1. *moving up*
  2. *moving left/right*



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# Dashboard indicator type 1



My own reaction:

1. *Wow that was easy!*
2. *What can you decide with it?*
3. *When can you decide something?*

- 🌐 *It's goes very slow .. 365 steps*
- 🌐 *It's a Q4 indicator!*
- 🌐 *I need a graph*
- 🌐 *I just need more information*
- 🌐 *Else it's useless*



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# Dashboard indicator type 2



**Try this at home and ask yourself:**

1. *What information can I fill in?*
2. *What can I decide with it?*
3. *When can I decide something?*
4. *What process does my decision aid?*

**This is the world upside down!!**



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# So please

1. Put the user in the middle
2. Define your business processes
3. Which decisions need to be made
4. Relate the information to it
5. Don't change your course of action!

**Keep it small and simple!!**



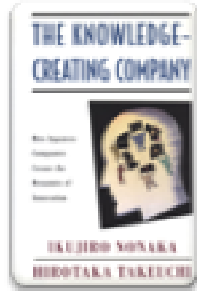
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- It's not about gathering information and hope you can find a decision to make*
- It's about gathering decisions and hope you can find information to create*



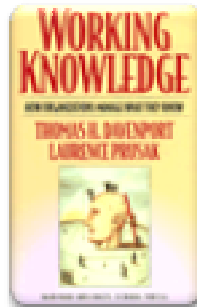
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# Suggested Reading



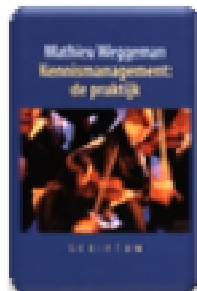
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**THOMAS DAVENPORT / LAURENCE PRUSK**

**Working Knowledge**



**MATHIEU WEGGEMAN**

**Kennismanagement: de praktijk**



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**Do you have any questions?**

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