

Cognos Fulfils Hefty Reporting and Analysis Needs



"I BELIEVE COGNOS IS AN EXCELLENT PRODUCT AND I WOULD RECOMMEND IT FOR INFORMATION ANALYSIS."

Rudy Randall, Executive Director of Data Management and Security
Pactiv Corporation

Pactiv Corporation is a leading producer of specialty packaging products. With sales of \$3 billion and operations in 17 countries, Pactiv is a market leader in three growth sectors of the packaging industry: Consumer Products, with the Hefty® brand, Foodservice/Food Packaging, and Protective and Flexible Packaging. With the broadest range of products in the specialty packaging industry, the company derives more than 80 percent of its sales from products that hold the number one or number two market position.

CHALLENGES

- Faster analysis of information from ERP system
- Move desktop reporting and analysis to the Web
- Minimal disruption to business

Pactiv uses SAP to collect information in its manufacturing, distribution, customer service and finance departments. Pactiv used the Cognos desktop solution for four years. When the IT department made the strategic decision to move to the Web, the company wanted to be able to quickly report and analyze the information collected in its ERP system. Pactiv worked with Cognos to help make the transition.

"Cognos is our strategic product for analytical reporting and PowerPlay Web® is our primary solution," said Rudy

Randall, Pactiv's Executive Director of Data Management and Security. "My goal is to eliminate paper reports and deliver a cube-based solution."

With the help of Cognos consulting services, Pactiv was able to get its Web-based reporting and analysis solution up and running in two months. "Cognos consulting services did a stellar job for us," said Rudy. "They also provided us with best practices in policies and procedures."

BENEFITS

- Increased customer satisfaction
- Better reporting and analysis capacities
- Simplified administration and reduced costs

One of the first areas where Cognos was used was in production planning, where employees use PowerPlay® to analyze the company's performance on customer deliveries.

"Manufacturing thousands of products and making sure you don't run out of stock is a big job," said Rudy. "Our



production planners use the Cognos reporting solution to analyze inventory levels and prevent stock-outs. If we're short stock, we can lose sales. With Cognos, we can see daily or weekly numbers that enable us to ensure manufacturing meets customer demand and customer service levels are maintained."

In addition, moving to PowerPlay Web will increase the efficiency of the solution because employees now access information using the power of the server rather than the desktop. Plus, administration is simplified and cost is reduced. "Industry measures indicate it takes about one person to support 50 PCs," explains Rudy. "Once we implement our total Web strategy, we feel one person can support 3 to 4 times as many PCs."

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