

New on the block

As the Prophet name and that of its products Pr2 and QX become known throughout the fruit industry, more and more clients are signing up as users. The latest users to join the fold are Robertson Vrugtepakkers (RVP) and Pitto.

RVP Robertson Vrugtepakkers

After producers in the Robertson area bought RVP in 1996 to pack their fruit, they soon decided to pack other producers' fruit contractually as well. Focusing on quality packing for various markets, RVP now packs citrus and stone fruit for its seven shareholders plus 20 other producers. According to manager Kobus van Antwerpen, the decision to implement QX was based on handling export payments professionally, while giving producers first-class information.



Pitto was established in 2006 by Chargo Trust and Triple D Farms. The farms have been producing export grapes for some 13 years. For the first 10 years independent exporters were used to market the fruit. But for the last two years, Pitto has been extremely successful in delivering a quality product in the right quantities and on time to its valued clients in markets abroad.

Staying fresh

Interest in Prophet's suite of least-cost-to-operate supply chain software ran high at an even bigger allFresh! 2008 conference in Somerset West in September. Manning the stand are senior developer Mark van Tonder, project manager Sharon Wood and managing director Paul Stofberg.



Ilze Hugo and Heloise Oosthuizen from Goede Hoop Vrugte; Henriette Langenhoven, Riaan Ellis and Jan Carel Kritzinger - all from Unifruitti Somerset West.



Joretha Geldenhuys and Heléne Rossouw from Umlimi; and Christo du Plessis - Hoekstra.

Sharing QX info

Growing by the year, this year's annual QX User Meeting hosted 68 delegates in October. Prophet SA director JD van Wyk described the event as lively and highly informative. "Foremost on the agenda was discussing ways in which Prophet can make its system work even better and to this end, users provided invaluable information."

Demanding the best



Directors of Market Demand Fruits, Lean van Biljon, Jaco Burger and Carel de Ridder.

Technology has been central to Market Demand Fruits' business. Since implementing Prophet's QX system in 2006, the company has reduced operator intervention significantly and upped turnover three-fold without increasing staff or resources. Commented director Carel de Ridder, "We can now trigger a process or access information from anywhere in the world, enabling us to multi-task. The facility to write reports and SQL scripts, as well as the Prophet support team's timeous implementation of improvements and alterations ensured strong business growth and our survival during setbacks over the last three seasons."

He hoped to see further improvements and automation of processes such as the new planning module, detailed season report, a tracking/note system and the highlight, the Qlikview implementation.

Market Demand Fruits is a producer-exporter based in Simondium. Fruit is exported to most major NH markets, as well as selected African countries and the Indian Ocean Islands.

While the business is built on experience and relationships, it's very much technology-driven, with three hands-on partners at the helm. De Ridder explained, "By delivering an excellent product to the right market at the right time, our results and business growth have been remarkable. And comparative surveys show that our producer returns have been well above average. Sharing our knowledge and working closely with other exporters, as well as service providers, have contributed greatly to our progress."

Managing business intelligently

by Eugene van Vuuren



IT professionals use the term Business Intelligence for technologies/software/programs that retrieve and report data trapped in underlying operational systems. For example: you're using Prophet QX

for fruit operations and an accounting package for your financial income statement and balance sheet. These programs assist you in not only analysing your QX and accounting data separately, but also combining data from both systems to report key indicators that monitor your business success.

There's been a fundamental change in the BI industry in the last few years. The biggest impact is from in-memory analysis and reporting. To illustrate the concept, imagine that you're analysing intake data over the last three years by production area. Unless you have an exceptional memory, you'll have to retrieve the file with the data from your computer for the analysis. If you did have all this information in your memory, you could just think aloud, your brain would do the analysis and the answer would 'come to mind'. In computer speak, data to be analysed is loaded as a data model into the computer's memory. This has major benefits over the older technology where you would have to load data continually from the computer's hard drive.

One of the major challenges in data reporting and analysis is that there are many different ways to analyse data. In the fresh fruit industry, we have intake information (fruit spec, location, producer, etc), vessel information (mates), sales information and stock information. Often we rely on a selected one or few people in the organisation

that know where to find and how to analyse this huge information variation. A further problem that often presents itself in the organisation is that two people could produce two different analyses showing different trends from the same data source. This often leads to high frustration levels for management. In-memory analysis and reporting provides an effective alternative.

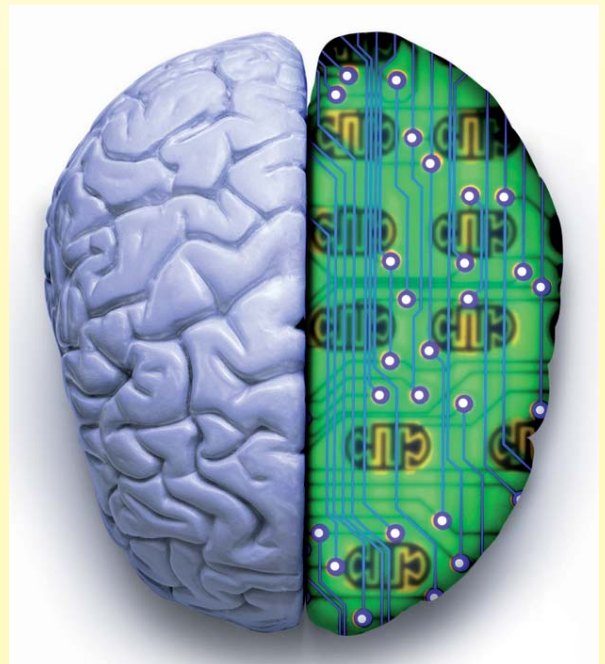
In the fresh produce industry we have masses of information at a Pallet ID (SSCC) level and even a Pallet Sequence level. To effectively manage and be able to analyse this data, including seasonal comparatives, is quite a task. We want to be able to drill down to a Pallet ID level from any high level grouping. For instance, a particular consignee has a problem in a particular container consignment. We want to be able to select all vessels for that consignee, then select the particular container. We would then like to obtain a list of all the Pallet IDs in that container, as well as the supplier/PUC. In-memory analysis and reporting gives us this extremely powerful 'drill down' ability as one of the many tools available.

A further tough test is combining information from more than one operational system to produce accurate and timely Dashboards and Scorecards measuring key indicators crucial to an organisation's success. Often we would want to combine fruit logistics and financial information. This presents a challenge to most analysis tools. In-memory analysis and reporting again provide a suitable solution.

Qlikview is the world leader in

in-memory analysis and reporting, offering the following benefits and features:

- Fast implementation - customers are live within 30 days and most within a week
- Easy-to-use - end users require two hours' training and enjoy 'qliking' through the application



- Powerful - near instant response times on huge data volumes
- Flexible - allows unlimited ways of analysing data and can be modified in seconds
- Integrated - dashboards, analysis and reporting are all in one data model
- Low-cost - less costly, shorter implementation results in faster implementation times
- Risk-free - a seeing is believing experience

Qbix is a Qlikview Partner, providing sales and consulting to develop Qlikview analysis and reporting models. Please contact Eugene van Vuuren on 079 5248902 or email Eugene@qbixconsult.co.za