

TRODAT MARKETING SYSTEMS



trodat[®]
A STEP AHEAD

MODERN AND SUCCESSFUL CORPORATE MANAGEMENT THAT BUILDS ON COGNOS BUSINESS INTELLIGENCE

Originally founded in Vienna in 1912, Trodat is today the largest maker of stamps and marking products in Europe. The company is now headquartered in Wels, Upper Austria, and has offices in Western and Eastern Europe, Asia and the USA.

The Trodat Group is positioned as a manufacturer and provider of customized marking products, such as self-inking stamps, digital stamps and laser engraving machines (Trotec). The company's claim – "Trodat – a step ahead" – accurately reflects its rigorous commitment to product development and customer orientation.

Other product lines include special-purpose stamping devices (textile stamps, for example) and writing implements with built-in stamps.

Trodat exports 98 percent of its products, mostly to other EU countries, North America and the Far East. 2003 was a record year for the company, with sales topping 84 million euros. In January 2003, Trodat also once again underscored its claim to be the innovation leader with the global launch of its "Printy 3", which set new standards in stamp design and functionality.

IN SEARCH OF A COMPREHENSIVE MANAGEMENT REPORTING SYSTEM

As the company's activities grew more complex, its management increasingly

found that it needed constant access to up-to-date information about the entire group. Essentially, what it needed was a new management reporting system.

The most pressing demand was for multidimensional sales and management reporting functions. However, Trodat also wanted a technical solution that could in future also serve as the reporting platform for other parts of the company. In addition, the target solution had to be simple enough to let not just expert controllers but also regular users in the individual departments produce their own reports and analyses.

An SQL database featuring Microsoft OLAP technology was assembled in just twelve months. A powerful combination of Cognos PowerPlay tools and OLAP technology was added on as a front end to the database. During the selection procedure, Cognos PowerPlay stood out from the crowd. Despite its extremely versatile functionality, it is still very clearly structured and easy to use. Another argument was that the Cognos architecture enables rapid configuration and implementation.

COGNOS[®]

THE NEXT LEVEL OF PERFORMANCE™

POSITIVE EXPERIENCE, NUMEROUS BENEFITS

After only a brief training period, all the users were quickly and easily able to generate their own analyses and find answers to complex queries. Feedback from the existing user base has been exceptionally positive. Now, four years after the solution was first introduced, this user base is being expanded to include foreign subsidiaries and the group's logistics, international sourcing and production operations. This move comes in response to the ever more complex information needs of a genuine international player.

In conjunction with Cognos PowerPlay, OLAP technology enables singularly useful, detailed analyses to be produced in a matter of minutes. Users simply click what information they want to see and how they want to see it in a particular application.

Charts too can be generated almost at the click of a mouse button. And it is just as easy to switch between charts and tables, or to drill down from a high-level overview into the details behind each chart. Even users with limited IT skills are able to

generate charts for their own analysis purposes.

Solutions from Cognos ensure that the system continues to deliver useful, reliable answers to the group's questions. Users with little experience can simply choose from a selection of standard reports to retrieve frequently used combinations of information. More advanced users who have the necessary training and expertise can exploit the full benefit of this milestone development in the field of reporting and analysis.

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



WWW.COGNOS.COM/CEE

Cognos, and the Cognos logo are trademarks or registered trademarks of Cognos Incorporated in the United States and/or other countries. All other names are trademarks or registered of their respective companies. (05/04)