

Fabryka Farb i Lakierów Śnieżka SA

New quality in business analytics



Waldemar Nowak - head of analytics at Śnieżka SA

FFiL Śnieżka, Brzeźnica, Poland, has implemented a new system - Tableau Embedded Server. As a result, the methods of presenting data, business analysis, and methods of sharing, have changed. With Tableau, Śnieżka, their distributors, and business partners gained measurable profits, such as increased revenues, profitability, and market shares.

'Establishing cooperation with Polish Tableau's partner -

NewDataLabs from Wrocław, resulted in the launch of Tableau Desktop/Tableau Server/Tableau Online technology in 2016' – says Waldemar Nowak, head of analytics at Śnieżka SA. Dashboards, which served the primary role of delivering analytics appeared a year prior and were available only to the top management.

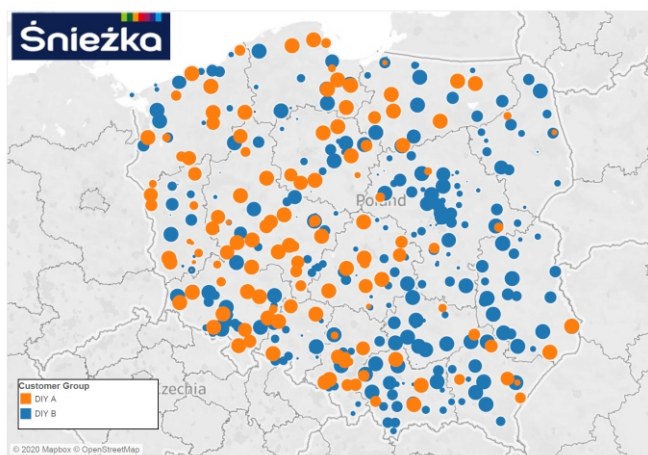
While the implementation process was moving forward the approach towards the data has changed as well. It was no longer only numbers and tables but what mattered were also conclusions, dependencies, and data correlations. The second important observation was the possibility of discovering new relationships between taken actions and their business effects.

Business partners' satisfaction survey showed the importance of product availability, a wide range of supplies, as well as the time of delivery and service but

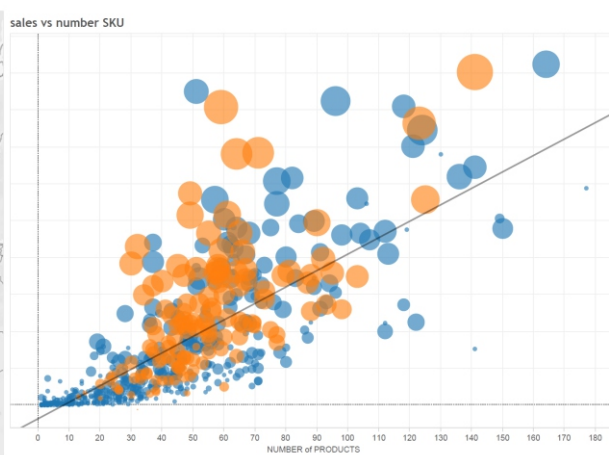
also effective business analysis. The last point could not be overlooked.

The opportunity for further changes arose when NewDataLabs proposed implementing Tableau Server Embedded. As a result, Śnieżka gained the ability to manage the data securely, analyze and share it with external recipients as easy to use dashboards. At that stage, no one was able to predict the benefits of this project for the future of the company.

'After isolating DMZ (Demilitarized Zone) in firewall resources, it was possible to share and embed code, e.g. dashboards in external applications, websites, etc. Every user with appropriate permissions could download the code and embed it in one's application. Business benefits of these features were astonishing' – says Witold Kilijański, CEO of NewDataLabs, Tableau partner working with Śnieżka SA.



RPH	TOTAL_SALES	NUMBER of KLN	TOTAL_SALES per KLN	NUMBER of PRODUCTS	TOTAL_SALES per PRODUCT
Agnieszka	24 883 004	66	377 015	228	1 696 136
Dariusz	21 145 301	61	346 644	229	1 513 743
Marcin	22 119 200	64	345 612	258	1 362 733
Mariusz	20 537 687	54	380 328	253	1 511 177
Mateusz	23 960 989	62	386 467	263	1 483 106
Petryk	18 242 736	56	325 763	241	1 367 096
Piotr	12 832 560	57	225 887	217	1 052 007
Tomasz	25 656 082	66	388 726	246	1 571 293



product	Barwy Natury kolory	Supermal kolor	Acryl Putz start	Urekor S	Ultra Biel
Śnieżka EKO	Grunt-Śnieżka	Śnieżka Satynowa kolory	VIDARON Impregnat	Colorex	MAGNAT Ceramic kolory
			Supermal biały	Emalia	VIDARON Lakierobójca
			Acryl Putz finisz		

The new business strategy put Tableau in the center of communication and information exchange. The vast amount of data shared by distributors was processed and analyzed in Tableau to deliver operative and conclusive dashboards to be shared on-line in Tableau Server Embedded. A community consisting of business partners, managers, and back-office employees grew quickly around Tableau, and finally, they were able to speak the same language using the same numbers and reports.

The experience of NewDataLabs was a key to success. Their consultants came up with detailed technical solutions and designed the whole process. As a result, the time required to implement new reports was significantly shortened while the risks of launching the application in our complex IT ecosystem were greatly reduced as well – admits Waldemar Nowak, Śnieżka SA.

Śnieżka especially valued standardization of reports, the ability to focus on data analysis, data security, and growing trust in the data among users. The quality of business relations with partners also increased substantially during meetings on data analysis.

Both Śnieżka and their channel partners recognized the benefits as a great success for everyone involved. Thanks to a new model of cooperation with partners - supported by Tableau Server Embedded, Śnieżka's distributors optimized their processes, improved results, and significantly increased availability of products in the independent distribution channel.

The launch of the Tableau Server Embedded on-line platform was a trigger for Śnieżka prompting further changes. *We are currently preparing to take another big step, standardizing the analytics in Śnieżka Group, including*



Witold Kijijański - CEO of NewDataLabs

companies in Ukraine, Hungary, and Belarus. It will be another stage in creating a new culture of analytics and building effective organization based on advanced analytics. – predicts Waldemar Nowak.

Tableau is now used by 17 analysts, 42 managers, and 141 users within distributors organizations on a day-to-day basis and the community keeps growing each year.

ABOUT THE PARTNETRS



Fabryka Farb i Lakierów Śnieżka SA is a company with over 35 years of experience in construction chemicals and the mother company of Śnieżka Capital Group, which is a market leader in decorative paints, varnishes, and putties in Poland, Hungary, Ukraine, and Belarus. In its portfolio, FFIL Śnieżka SA has products dedicated to the decoration and protection of different surfaces. The main brands are Śnieżka, Magnat, Vidaron, Foevo Tech, Beston, Rafil, and popular in Hungary Platinum, Inntaler, Cellkolor, and Boróka.

The entire Śnieżka Capital Group hires a total of 1400 employees within factories located in four countries (Poland, Hungary, Ukraine, and Belarus), who produce approximately 190 mln kg of

different kinds of construction chemical products per year. At the end of 2019, the Group was active in 15 international markets.

FFIL Śnieżka SA researches its own highly specialized research laboratories, which in 2007 were accredited by the Polish Centre for Accreditation – with Śnieżka's laboratories being the only ones to uphold this status. In 2017 the company introduced to the Polish market innovative paint with formaldehyde reducing formula and over a decade earlier, as a first in Poland, started using Teflon in its products. Śnieżka's products are designed according to EU regulations, including REACH and CPR ordinances.



NewDataLabs is a company focused on implementing business analysis platforms. Being the only Polish Gold Partner of Tableau, NewDataLabs provides end-to-end business intelligence solutions – Data Warehouse, ETL/ELT solutions, data modeling, and bespoke analytical dashboards.

NewDataLabs is also a partner of Snowflake – a state of the art cloud-based data warehouse solution. The company was



founded in 2015 as a merger of two teams of consultants and has since then completed over 200 projects in various organizations – such as Auchan Poland, T-Mobile Poland, BNP Paribas Poland, Velux, Śnieżka SA, Interia SA, Volkswagen Group Poland. The company has gathered a unique team of highly qualified consultants in its offices in Wrocław, Warsaw, Katowice, and Lublin.