

*Moderator:* Welcome to an IBM Cognos Express mid-sized business analytics success story video. In this video, IBM and Soleno, an IBM premier business partner, speak to Tiainen, CFO with Meka Pro, a global company that manufactures high quality cable support systems.

*Juha Tiainen:* My name is Juha Tiainen and I am CFO for Meka Pro. We are producing cable support systems for electrical installation of companies and system suppliers. We are selling into accounts in 80 countries. We are the market leader in Finland and we are second in Russia markets. Our other key markets are the Baltic area and Nordic countries, Sweden and Norway.

*Moderator:* Recently Meka Pro upgraded their business intelligence system by purchasing IBM Cognos Express from Soleno. So far Meka Pro has enjoyed great benefits from the implementation, not the least of which is improving profitability by ten percent. Let's hear how Juha describes their former challenges.

*Juha Tiainen:* Information, market information and our production information where we used several spreadsheets to gather information in our ERP system. And that was waste of time and quite often we were not in time to react to market situations, such as when a customer needs a quick response, for instance, to a competitive situation regarding pricing our product; or what kind of solution our customers might need.

So we have to be close, very close to our customers. We have established a company one year ago in Russia and that has changed our requirement to our ERP system and IT systems quite a lot and we have to really follow what happens Russia market. What does the customer need and how we are answering to customer needs and also how we are pricing our product to customers to Russia.

*Moderator:* Juha now describes why Meka Pro wanted IBM Cognos Express.

*Juha Tiainen:* First, we are trying to update quite a different type of information of our customer, customer needs, product, profitability, customer profitability. Also we can plan a bit of better package to help customers and also we can find a more profitable plan to us. And also we are trying to get to Cognos more quicker view about our production situation and product portfolio.

*Moderator:* Now let's listen as Juha talks about IBM Cognos Express.

*Juha Tiainen:* We had a report, advisor, and planner. We have all of those and actually I have learned to love planner system. And also reporter, but most use I have of planner is planning today because we think that our products are so complicated and we'll be thinking about how we sell to certain customers the same product, a certain customers in different use. So that planner helps us to understand and our customers also understand why their price is like that one and what is the difference between customers.

*Moderator:* Juha goes on to talk about the IT and business benefits that Meka Pro has received from IBM Cognos Express.

*Juha Tiainen:* Actually in IT point of view, we have had more reliable reporting and more reliable not only reporting, but our personnel has learned that our whole IT system has been more reliable because of Cognos and because of the database and reports and all the findings we have found through Cognos. I think that it's more than five percent. It can be even closer than ten percent of our profitability has – or we can exceed at least ten percent better profitability earlier because of the quick response time, quick analyzing and also quick react to our purchasing prices.

The level of knowledge in our personnel has grown. Not only grown for customer, but grown of our products and profitability, so awareness of the personnel has been different level than earlier.

*Moderator:* Finally, Juha talks about Meka Pro's positive relationship with Soleno.

*Juha Tiainen:* Their customer service has been excellent to us. Despite, okay, we are middle size company and also Soleno is not a big company. Despite that, the response time and problem-solving has been excellent. And also as the communication between us and their key account manager there has been excellent to us not only waiting us to say what we are wanting, but they are proposing what you should or what we might need.

I think that Soleno is a very good and very respectful partner. They have got their information from bigger companies, smaller companies. They make your life easier because they have implemented it and smaller and bigger companies so they know several businesses by heart.

*Moderator:* That wraps up today's video. Thank you to Juha Tiainen, Meka Pro and Soleno, an IBM premier business partner.

*[End of Audio]*