

# Sun World



“The time saving is tremendous. At month end, to create the first pass of management reports it would take three people one day. Now it takes minutes! It literally saves days of work each month.”

*Steve Greenwood, Manager of Budgets and Report/Project Planning, Sun World*



© 2008 JupiterImages Corporation

Based in Bakersfield, California, Sun World International grows and markets fresh fruit and vegetables. Before they discovered a solution from Cognos, an IBM company, Sun World was manually putting data into Excel spreadsheets. With multiple GL systems, this process would take a group of three people several hours. Now, data is loaded from the GL systems directly into IBM Cognos TM1 with the click of a button. The process takes just a matter of seconds.

## Challenges faced

Since 1998, Sun World has been using IBM Cognos TM1 for all their financial statement analysis. Recently, the company expanded their system to address the Operations side of the house. Sun World needed to look at the operating efficiency of harvesting and crops, and be able to do more detailed cost analysis.

## Strategy followed

Sun World realized that it already had just what they needed to get the job done: IBM Cognos TM1. The organization expanded its system to include Web reporting, and built a very informative portal to analyze key operational details. Now, all the information that managers need is uploaded continuously, and is available through the Web for instant access and analysis.

## Benefits realized

After the expansion, Sun World’s system includes the following capabilities:

- Analyzing farming costs—using IBM Cognos TM1, Sun World analyzes per-acre costs in growing each fruit and vegetable. For example, TM1 can analyze what it costs to get a box of grapes out of the field into cold storage.

### Industry:

- Agriculture

### Geography:

- California, USA

### Information needs:

- Capability for determining operating efficiency from operations data
- Web-based reporting
- Intuitive, easy-to-learn system

### Solution:

- IBM Cognos TM1

### Functional areas of deployment:

- Finance
- Operations

### Benefits:

- Ability to analyze farm costs, harvesting efficiency, and farm crew operations
- Major reduction in reporting time—from a full day for three people to minutes

- Analyzing harvesting efficiency—IBM Cognos TM1 allows Sun World to analyze the per-unit cost of harvesting each specific fruit and vegetable. Sun World can see what it costs to pack each product on a per-unit basis, as well as the revenue per unit.
- Analyzing farming crews by their harvest—Sun World analyzes how many boxes per hour each crew harvests. This is powerful information because it means the cost per box—the more they pack per hour, the less it costs to pack the boxes.

Steve Greenwood, Manager of Budgets and Report/Project Planning at Sun World, says that IBM Cognos TM1 is “very intuitive....very easy for you to learn.” One of the most important aspects of IBM Cognos TM1 for Sun World is the Web reporting functionality. Steve continues, “The time saving is tremendous. At month end, to create the first pass of management reports it would take three people one day. Now it takes minutes! It literally saves days of work each month.”

Reports are being accessed by all senior management and department managers, the most active users being the CEO and the CFO. Currently, the Web is only being used for reporting, but Steve is in the process of creating budget inputs for all of their operations.

### **About Cognos, an IBM company**

Cognos, an IBM Company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit [www.cognos.com](http://www.cognos.com).