

CASE STUDY

Streamlined pricing and more accurate forecasting reduced write-offs and saved dozens of hours per month

Dawn Meats replaced complex Excel-based processes with an integrated solution for sales planning, pricing, and forecasting using Qlik Sense and Inphinity.

Dozens of hours
saved per month

Higher forecast
accuracy

emark



-  Ireland
-  Manufacturing, processing and distribution
-  12,000

Use cases

-  Dynamic pricing
-  Sales forecasting
-  Sales planning

Technologies used

Qlik Sense
Inphinity Forms

Problem

With revenue of €4.5 billion, Dawn Meats is one of the largest meat producers in Europe. Managing a business of this scale presented key challenges in sales planning and pricing, which had long relied on manual work in Excel. Sales and finance teams had to manually exchange spreadsheets, resulting in a high risk of errors, slow processes, and ambiguous outputs.

The data needed for planning came from fragmented sources, making coordination between sales, production, and logistics divisions more difficult. Inaccurate forecasts led to product packaging issues and higher write-offs. The company therefore needed a reliable and controlled solution that would consolidate data and simplify collaboration across the entire organization.

Solution

The company replaced fragmented pricing and planning spreadsheets with Qlik Sense and Inphinity Forms. For dynamic pricing, a solution was created that draws up-to-date inputs directly from ERP and production systems. Sales forecasting is now supported by advanced analytics combining historical results, algorithmic forecasts, and external factors such as weather forecasts. The result is a solution that provides more accurate and unambiguous inputs for planning and facilitates collaboration between individual divisions.

Before

-  Manual sharing of Excel files across sales and finance
-  Slow, complex and error-prone pricing processes
-  Inaccurate planning data from fragmented sources
-  Forecasting based on inaccurate and ambiguous data
-  Difficult collaboration due to inconsistent data

After

-  Digitalized planning, forecasting and pricing processes
-  Faster pricing with fewer errors and hours saved
-  More accurate planning data across business divisions
-  More accurate forecasts using algorithms and external data
-  Easier collaboration across departments



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Use cases

- ✓ Dynamic pricing
 - ✓ Sales forecasting
 - ✓ Sales and operational planning
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Technologies used

Qlik Sense
Inphinity Forms

Solution

- ✓ Integration with Dawn Meats' primary forecasting tool
- ✓ Pricing workflow simplifying price entry and team collaboration
- ✓ Historical and external data used for more accurate forecasting
- ✓ Digitalization of pricing in one app used by sales and finance teams
- ✓ Qlik Sense forecasting application replacing the spreadsheet system
- ✓ Integration with ERP and production systems using multiple data sources
- ✓ Integration of forecasting, reporting and planning using shared data

"Qlik and Inphinity are just tools. To work optimally, they need to be in the right hands. What I value about working with EMARK Analytics is the excellent communication and support, outstanding development expertise, as well as fast project management."

Brian Dunphy

Senior Project Manager – BI, Development & LMS



How much time and money is Excel-based planning costing you?

We'll show you how to simplify planning, forecasting, and pricing with data.



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