



# QlikView Impacts Purity Life's Profits

“Purity Life can actually correlate a turnaround in our profits with the use of QlikView. Because of the transparency the solution provides, we have dramatically improved our business processes and identified problems before they even come to fruition. Plain and simple, we do *everything* in our business through QlikView.”

– Matthew James, *President and CEO, Purity Life Health Products LP*



Matthew James

## Overview

Founded in 1984, Purity Life is Canada's leading distributor of natural health products including dietary supplements, vitamins, natural body care, earth friendly household goods and natural health food products. The company supplies products to more than 7,000 stores across Canada, including the major food, drug and mass merchandisers and natural health food stores.

With a mission to deliver an unrivalled natural health products portfolio to retailers, the company strives to be innovative and operationally excellent. “We are investing in capabilities that provide us with transparency into the marketplace like never before,” said Matthew James, President and CEO of Purity Life Health Products, LP. “Back in 2009, the company went through a

revolution and we completely transformed the way we did things.”

As part of this transformation, the company needed to move away from the cumbersome way it was extracting data from its legacy system, business intelligence (BI) solution. “Our data was not liberated and it was only accessible to a few people in the company,” said James. “Work wasn’t getting done efficiently and we didn’t have visibility into the business.”

With its parent company successfully using QlikView, Qlik’s Business Discovery – user-driven BI – solution, Purity Life knew the platform would address its needs. Within two days of working with Qlik’s partner Allegro Business Intelligence, applications were up and running.

“First, we rolled out QlikView to Sales to enable our reps to look at their respective customers’ data on the fly, without having to wait days for reports aggregated by IT,” said James. “The team adopted the solution very quickly, and with over 4,000 customers currently in our scope, the amount of data is massive.”

Next, Purity Life deployed QlikView to Purchasing and Finance. All of the company’s financials were converted

## Solution overview

**Customer Name:** Purity Life Health Products LP

**Industry:** Consumer Products, Retail & Distribution

**Function:** Executive, Finance, IT, Sales, Service & Support, Quality Improvement, Supply Chain

**Geography:** North America, Canada

**Challenges:** After years of analyzing business data through a legacy system, only a handful of employees at Purity Life had access to useful and timely data.

**Solution:** Purity Life deployed QlikView across multiple functions of the organization to enable employees to drill down into massive amounts of complex data and uncover actionable insights.

### Benefits:

- Significantly improved inventory management
- Provided users from all corners of the organization with data transparency and accessibility
- Increased business process efficiencies

**Data Source Systems Database:** Excel



**PURITY LIFE HEALTH PRODUCTS LP**

## Time to value

Decreased aged inventory  
from **1.5 million** to  
**358,000** in just 18 months

into QlikView applications, which was a great improvement from the old static excel spreadsheets. “We set up a specialized reporting system for audit purposes,” said James. “We have extremely large customers, that have very specific requirements related to pricing. Every 60 days, approximately 5,000 SKUs are changing so we leverage QlikView to stay on top of the changes and prevent inaccuracies.”

The Customer Service team also adopted QlikView in order to identify customer purchasing trends and patterns. “Every month, we analyze key metrics such as how many orders are coming in by phone, fax, email or online. We are then able to ensure our customer service resources matches the volume trends” said James. “It’s vital for us to understand what’s happening with the business from an orders perspective to keep our customers satisfied and prevent delays. For us it is all about adding value through improved customer service for our reatiler partners.”

Lastly, Purity Life leveraged QlikView for overall vendor management. Executives created a dashboard to track the company’s more than 200 vendors and provide a snapshot of sales, budgets, and margins. “With QlikView, we know exactly what our vendors are doing at all times,” said James. “For example, we can quickly show them their performance against our PO’s and work with them to improve the supply chain which means less out of stocks for our retailers. We



provide them with sales and distribution data as if they were selling direct to the customer themselves.”

## Benefits

QlikView has dramatically increased visibility into their data and overall health of Purity Life. “A significant example of QlikView creating more actionable insights is our aged inventory process,” said James. “It’s crucial that we do not hold inventory over 12 months old for a variety of reasons. QlikView enabled us to decrease our aged inventory from 1.5 million to 358,000 in just 18 months. The applications we created waded through the thousands and thousands of SKUs to identify which products were at risk, and which were not. This process was simple and has transformed the way we now do things. Over the same period we decreased our inventory reserve from \$1.1 million to \$428,000.

With over 40 QlikView applications currently in use, Purity Life now has the ability to understand where the company is going, improve business processes, and continue to innovate.



“We needed a solution that could provide all employees, no matter what function of the business they were in, with a solution to aggregate accurate and relevant data on the fly. QlikView’s ability to provide consumable data enabled us to make quicker and better business decisions that directly impacted the company’s bottom line.”

– Matthew James, *President and CEO, Purity Life Health Products LP*