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MANUFACTURING CASE STUDY



Revenue: \$130 million

Industry: Medical Equipment & Supplies Manufacturer

Employees: 130

Users: 40

Headquarters: Bannockburn, Illinois

## Omron Healthcare

### Situation Analysis

Omron Healthcare, a subsidiary of Omron Corporation, is the leading marketer and distributor of medical, home health care, and wellness products. The company was one of the first to introduce manual and digital blood pressure units to the home health care market and currently holds the largest market share for this product. Its research, development, and support staff located at the corporate headquarters in Kyoto, Japan, continue to produce revolutionary devices and products that are distributed to retailers such as Wal-Mart, consumers, and medical facilities around the world. With its commitment to providing advanced, high-quality, and professional medical and home healthcare products, Omron must maintain high levels of efficiency and conduct strategic decision making to maintain their positive reputation and stay ahead of the competition. Having an effective financial reporting system in place is crucial to achieving this objective.

The finance team at Omron knew their current financial system was not meeting its performance expectations. The company stored its historical information in an Essbase database and were using a custom built front-end with input templates. Forecasting and analysis proved to be extremely difficult for the finance team to manage. It would take the finance team days to prepare the reports that were sent to regional sales managers who would enter their data and send it back to the



finance team. The finance team would roll-up the spreadsheets to a single report that was presented to the general manager.

“The reports we were consolidating were inconsistent because formulas and other parameters of the report would alter during the data entry and review process,” says Steve Galazka, Data Warehouse Analyst for Omron. “When we rolled-up the reports it was difficult to merge the data and create reports that were accurate. We were not producing the best documents possible for general managers to use for decision making.”

The company that designed the front end of Omron’s application lacked continuity on the services side because they contracted consultants on a project by project basis. Because the contractors were independent and moved from project to project, the level of service was not up to par. Omron was looking for a stable, long term relationship with its consultants.

“We were having performance issues and couldn’t seem to figure out what was causing it,” says Tom Krier, Executive Project Manager for Omron. “We had a couple of instances where we were appointed an independent contractor and as soon as the job was done, we never had any contact with him again,” says Krier. “We didn’t want to be in that situation. If something went wrong, or if we had a question, we wanted to be able to contact the individual contractor who initially started the project.”

“Clarity understood what we needed to use the tools for and how we wanted the company to grow over the next two to four years. They brought in their expertise to demonstrate how our system should be optimally set up based on our corporate needs.”

~ Steve Galazka, Data Warehouse Analyst - Omron

## Solution

The finance team knew they needed to fix the performance issues of their current system. “We tried different sources and sought out different Essbase business partners that could help us get the system to perform the way we wanted it to,” says Gregg Tonkery, Assistant Controller for Omron.

Omron was looking for a company that had full time certified consultants on staff and did not use independent contractors. In addition, they wanted a company with more than just a handful of consultants, so they could scale up or scale down depending on the number of projects they had going on at a given time. Omron evaluated 4 companies before selecting Clarity.

“Clarity Systems offered us a number of certified Essbase consultants we could work with over a long period of time,” says Tonkery. “They had the expertise needed to optimize the performance of the old system and provide maintenance on an ongoing basis.”

“The Clarity consultants listened to our business needs,” says Galazka. “They understood what we needed to use the tools for and how we wanted the company to grow over the next two to four years. We didn’t know what or how many templates or cube dimensions we would need or how to set them up. Clarity brought in their expertise to demonstrate how our system should be optimally set up based on our corporate needs.”

# Previously, it would take Omron days to roll-up their reports correctly. With Clarity 6, it takes them minutes.

As Omron continued to grow, the front-end application became harder to maintain. It had a large amount of hard coding and the templates could not be modified to their specifications. Building templates and reports was not an easy task. Having to re-engineer everything was going to be an issue. Omron also needed to adopt a Web based system to enable their sales team to access the application when traveling. Clarity offered Omron the functionality they needed through their software solution – Clarity 6. A year after Omron selected Clarity for their consulting services, they implemented Clarity 6.

“Clarity’s web-based software met the performance levels we needed,” says Krier. “Its web-based reporting functionality was a big selling point for us. It streamlines the flow of information between head office and the sales managers who are spread across the country. At any time or place, sales managers could access and update data and submit them for approval and consolidation.”

“Clarity 6 software allowed us to integrate our forecasting and budgeting into one unified solution, which was an important organizational objective for Omron and especially for the finance team,” says Tonkery.

## Results

Clarity 6 has tremendously improved Omron’s budgeting, planning, and forecasting process. It is used mostly in the marketing and sales departments but also company wide. Using Clarity 6, the team could focus on analysis rather than spending time collating, consolidating and distributing reports. Previously, it would take them days to roll-up their reports correctly. Today, it takes them minutes. The Clarity consulting team played a huge part in taking Omron to this level of efficiency.

“We couldn’t have done it without the Clarity consulting team,” says Krier. “We did not have the in-house expertise to keep up with the technical maintenance of

our old application. Clarity re-wrote all of our interfaces and rebuilt our databases to the point of efficiency. Using Clarity 6, the consulting team helped us achieve maximum performance - we wouldn’t be where we are today without Clarity and their consultants.”

Clarity 6 offers the Omron user community a front end system that is efficient and easy to use. This enables users to build their own reports and templates, allowing the Clarity consultants to focus more on the technical aspects of the software and building the interfaces. “Clarity 6 is a great tool because it is adaptable,” says Tonkery. “Regardless of the product line or department, the Clarity consultants help us adjust the functionality or revise the reports to meet our business needs. The possibilities with Clarity 6 are endless.”

Omron’s data is now integrated and easily accessed from one centralized location. All of Omron’s forecasting is done online, allowing the sales managers to access the most up-to-date reports over the web. This is vital to a geographically disperse sales group – enabling them to become self-sufficient.

We often have unusual requests and timelines,” says Krier. “If we need something done yesterday, Clarity always steps up and gets it done – that’s why we chose Clarity. If there’s an issue, Clarity will be on the account, day, night or weekend, fixing it for us,” says Krier. “The service level is exceptional and we can always count on Clarity.”

From dashboarding and scorecards, to project development and POS integration – there are many Clarity projects in the works at Omron. “The great thing about Clarity is that it is process oriented, rather than factually oriented,” says Galazka. “With every new implementation, the Clarity consultants allow us to constantly improve and take Omron to a higher level of success.”

## Regional Sales Offices:

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Boston  
Chicago  
Dallas  
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New York City  
Philadelphia  
Portland  
San Francisco  
Toronto, Canada  
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