



## 'WE GET THE EXACT INFORMATION WE NEED'

RONALD TIEDINK, FINANCE MANAGER AT GENAP BV

**What was your reason to search for a Business Intelligence-solution?** 'We work in various lines of business, for instance civil engineering and agriculture, but we also provide foil for ponds and special projects. Our products range from mass production to single issue unique products. Because of this complexity, we had an issue with our information services. Where do we make money, and where do we lose it? We wanted to have this information available to us in a simple, clear way.'

**Your ERP-software does not provide that?**

'Microsoft Dynamics AX does provide some tools to extract information from the system, but those features are far too

limited and do not fit our business reality. We had to have a custom solution built for us within Dynamics AX, which is of course a rather expensive thing to do. One of the drawbacks of a custom solution is that you need to have that piece of software written time and again, because you will always have an ever changing wish list. You can imagine that is not very flexible. We wanted to change to a system which would allow us to generate information ourselves. That includes not only the financial reports, but also the dynamic reports for the purchasing, sales and production departments.'

## 'This is what we were looking for'

**Why did you choose Hillstar as a partner?**

'We have looked at various potential providers. Our own partner in automation did have a solution for us, but was not as complete as we wanted, and –not unimportant- rather expensive. We were put in contact with Hillstar, and had an immediate connection. As far as the solution was concerned it was exactly what we wanted. The ability to make various cross sections –for instance, a combination of projects and sales- works

really well for us. We basically told them, 'If you can do what we want, we have a deal.' We tested Hillstar's BI solution and it was clear to us immediately: this is what we are looking for.'

**How was the implementation track?**

'The implementation was quick and effective. They have done exactly what they promised. We can always contact them and they arrange things quickly.'



Genap focuses on the storage of liquids, primarily water. Genap wants to be a stable, professional, trustworthy and innovative partner aimed at implementing plastic foils in market product combinations: Agriculture, Civil Engineering and Environment. The home base is in the Netherlands. Here, new developments and technologies are researched, developed, tested and implemented. For distribution of our products we have chosen a dealer network. Besides the domestic market, we aim to export our products, and we work with international distribution networks to bring our products to the local market.