

**Company:**

Campofrio Food Group

**Applications:**

Corporate Analysis (Code Name: Spider)



*“One of the main benefits of the project we conducted with Microstrategy is that for the first time we have a common set of key performance indicators for the different functional areas of the company. We can say that MicroStrategy corporate dashboards can have one single version of the truth in terms of business indicators.”*

– Gonzalo Martinez Olea  
Director of Corporate Applications  
Campofrio Food Group

**Campofrio Food Group** is the resulting company from the merger of Campofrio Spain and the Smithfield group in Europe. Currently, Campofrio Food Group is the largest meat processing company in Europe and operates in all major areas in Europe as well as in the United States.

After the merger, Campofrio Food Group began to focus on transforming the way they worked. The decision was made to focus on the global company as opposed to a country specific approach. Campofrio Food Group moved away from a local or country based organization and developed a Global company perspective using MicroStrategy. This approach allowed Campofrio to reduce costs and enabled them to get products to market faster as well as support all areas of their business.

Three (3) years after the merger, the IT department at Campofrio Food Group underwent a fundamental transformation. The goal was to work as one group and to consolidate resources to better manage finances. The IT department utilized MicroStrategy for report and dashboard creation that enabled the executive level in all countries to see for the first time the Key Performance Indicators of the company as a whole.

Campofrio further decided that the use of a mobile application would greatly benefit the organization as a whole. A Corporate Analysis iPad Application (code named “Spider”) was developed which allowed the executives to see the KPIs for all areas of the company and have that information literally in the palm of their hands. “Spider” quickly allowed the executives to see and analyze sales, marketing, manufacturing, sourcing of products, employees and finance all from their iPad.

**ADVANCE MOBILE STRATEGY**

“MicroStrategy has played a significant role in Campofrio Spain for at least 12 years. When Campofrio Food Group was created at the end of 2008, MicroStrategy was chosen as our BI platform on a European basis. Since then, it has become the core of our business intelligence. Last year in 2011, we decided to move one step ahead and we incorporated MicroStrategy Mobile in our applications landscape and with the help of MicroStrategy Professional services, we developed a very innovative project around a corporate management dashboard for the top management team.



That project covers all functional areas of the company. It covers sales, marketing, sourcing meat, which is our main input into our production lines, sourcing non-meat, people, treasury, and finance; and it covers as well all countries of our geographical landscape - Portugal, Spain, France, Italy, the Netherlands, Belgium, Germany, and the US" Gonzalo Martinez Olea.

## MOBILE PAVES THE WAY FOR THE FUTURE

"Spider" has been deployed to Campofrio Food Group's executive level, which includes the President, the CEO, all Senior Vice Presidents, Divisional Presidents and COOs of each country. Future plans include deploying the application to the director level which would add an additional 120-150 users. Currently, work is underway to add additional metrics and KPIs that will provide real-time data for daily sales, daily deliveries, daily orders and quality of service.

"Campofrio Food Group selected MicroStrategy Mobile for 3 reasons: (1) The technical reliability and solidity of the solution; (2) The fruitful commercial relationship we have with the account team; and (3) The professional services team crafted a proposal that very much fulfilled the expectations we had in terms of functionality, in terms of user interface and in terms of graphical possibilities" Regis Lefaucheur, Risk Management and Market Analysis Manager.

A key benefit of the "Spider" iPad app is the quick and easy access of information from Campofrio's very large database. The relevant information needed to make daily decisions can be accessed with full interactivity and allows the end user to move very quickly from one data set to another. The application also provides a summary of what happened the previous day or the previous week for all major KPIs.

"Spider" has dramatically changed the way people work at Campofrio. Before, "Spider" the end user had to be in front of their computer to access information. Now, the information is instantly available from their iPad. Mobile access to this vital information makes for more interactive meetings and internal discussions and quickly allows clarification of any misunderstandings.

"What I like about the MicroStrategy platform and [our] application is ... the portability, I can access the information when I am on the go. [Also] the interactivity, to be able to access the information in an easy way using Spider" Regis Lefaucheur, Risk Management and Market Analysis Manager.