



**PARIS**  
TECHNOLOGIES

**Estée Lauder**

**Cosmetics giant faces complex reporting and budgeting tasks with PowerOLAP®.**

**“We always have some kind of budget reporting going on—now, with PowerOLAP we save one-third of the time we used to need.”**

“We were looking for a flexible reporting and budgeting system that was also very user friendly. It was important, too, that the system not be resource-intensive in terms of time, IT, and money. All this has been fulfilled with PowerOLAP®.” said Thomas Issaksson, a Business Manager at Estée Lauder Cosmetics A/S in Copenhagen. “On the reporting side, before we started using PowerOLAP®, we had lots of reports in Excel worksheets with different layouts. Often we created a new report by copying an existing report and so we ended up with a lot of reports, a real mess. Now we have 4 dynamic PowerOLAP® reports with same design, and it is a big relief.”

The Estée Lauder Companies Inc. was founded in 1946 in New York and has existed in Denmark in 30 years. The Danish department has 160 employees and is responsible for distribution in Scandinavia and the Baltic countries. Among the world-famous brands that the company produces and sells are Estée Lauder, Clinique, Origins, Aramis and Tommy Hilfiger.

#### **No More Manual Work — Accounts Are Automatically Updated**

“We needed a tool we could use for our financials, especially regarding budgeting and more efficient controlling. We are a complex company with many divisions, sales to many countries, and a high level of detail. Previously we had our account ledger report in Excel and we had to manually update accounts when new accounts were added in J.D. Edwards [which resides on an AS/400 system]. Now the accounts are automatically updated via PowerOLAP®. Beforehand, errors occurred often because of the manual work, thus spent lots of time verifying the data. Now we spent time on analyzing and working with the data,” Issaksson reported.

Mette Søvn Dahl, also a Business Manager, continued: “The main office demands higher level of detail, more flexibility in reporting and in the budgeting process. We create reports internally and for New York each month, revise our budgets twice a year, and finally we create year-end reports, so we always have some kind of budgeting report process going on. With PowerOLAP® we save one third of the time we did in the past.”



#### **Key Words Are Flexibility and User Friendliness**

“It was extremely important for us to select a flexible system that was easy to implement and wasn’t too expensive. We looked at other systems as well but we did not find any system that could compete on flexibility and price,” Søvn Dahl added.

The Estée Lauder team purchased PowerOLAP® October and ran the budgeting process in November and December as a test project, the “learning by doing” method that the product allows. The implementation, thus, was a user-controlled project in which the staff took charge and decided how the system was to be set up: “We learned a lot in this phase because we defined the system and helped implement it. Using Excel as the front-end is really good—this is the key to our success—because you have all the normal Excel functionality and the functionality provided by PowerOLAP®. PowerOLAP® is very user friendly—actually it is brilliant.” said Issaksson.

**“Data Validity is ensured—no more re-keying. And our department is much more effective, since there is no more manual dummy work.”**



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### Data Integrity and Staff Efficiency

“We do allocations by division and country—this used to be done in Excel but now it is done in PowerOLAP®, which is much faster and easier,” explains Estée Lauder Financial Manager Henrik Ottesen. He continued: “With PowerOLAP® the data validity is ensured because re-keying numbers is no longer an issue.”

Mette Søvndahl said: “With PowerOLAP®, the financial department has become much more effective—we can react much faster because we always have the data we need. We use our time much better without having all the manual dummy work, like re-keying numbers. We used to spend so much time looking for numbers that caused an incorrect number...”

Thomas Isaksson added: “PowerOLAP® is a whole new way of thinking—once you understand how the system works, a brand new and much easier world opens. In PowerOLAP® you don’t have to save your reports all the time like you have to with Excel. And the fact that more people can work on the same Excel sheet is something completely new.”

### Future plans with PowerOLAP®

Thomas Isaksson explained a recent initiative with PowerOLAP®: “We have just developed a price system in PowerOLAP®. We transfer the current product prices from J.D. Edwards into PowerOLAP®, where we change the current price into the price we want to be on the new pricelist. These prices are then loaded back into J.D. Edwards. The system handles prices for all our divisions in all countries and currencies that we are dealing with. It saves us a lot of calculations we used to do in Excel ...”

“We will use PowerOLAP® for sales analysis and statistics to get information on, for example, Customer Groups and Product Groups. All our data is recorded in transaction lines in our J.D. Edwards system, but we are not able to ‘slice and dice’ the data in J.D. Edwards, which of course is one of the great strengths of PowerOLAP®,” Mette Søvndahl added.

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#### About PARIS Technologies International, Inc.

PARIS Technologies International, Inc., Doylestown, Pennsylvania USA, is an intelligent solutions technology leader, featuring advanced, intuitive and cost-effective OLAP and Business Intelligence technologies. PARIS’s solutions allow users to plan, analyze and report—online, via Microsoft Excel and the Web—from enterprise and external data for business-critical relationships and insight. For more information: [www.paristech.com](http://www.paristech.com).

The Estée Lauder Companies is one of the world’s leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. For more information about Estée Lauder Companies, please see: [www.elcompanies.com](http://www.elcompanies.com).

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