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**berryworld**

# A day in the life of a SQL Reporting Services User

**BerryWorld is the leading soft fruit marketing company in the UK, supplying major supermarkets like Tesco and Sainsbury's. They are a client of Tectura. Claire Stubbs, a member of the company's marketing team, describes how she uses SQL Reporting Services.**

"I like SQL Reporting Services, which we call a report manager. Which is pretty much what it does. It has various reports which present information in different formats and it's easier to read than looking at it in Microsoft Dynamics NAV.

"For example, supermarkets send us orders electronically and they get uploaded directly into Microsoft Dynamics NAV. So the first thing I do in the morning is look at our orders and print them out. Then I go into Microsoft Dynamics NAV to allocate sections of the orders to different pack houses depending on who has stock.

"The next thing I do, when we're importing fruit, is setting up purchase orders. They all go onto Microsoft Dynamics NAV and when

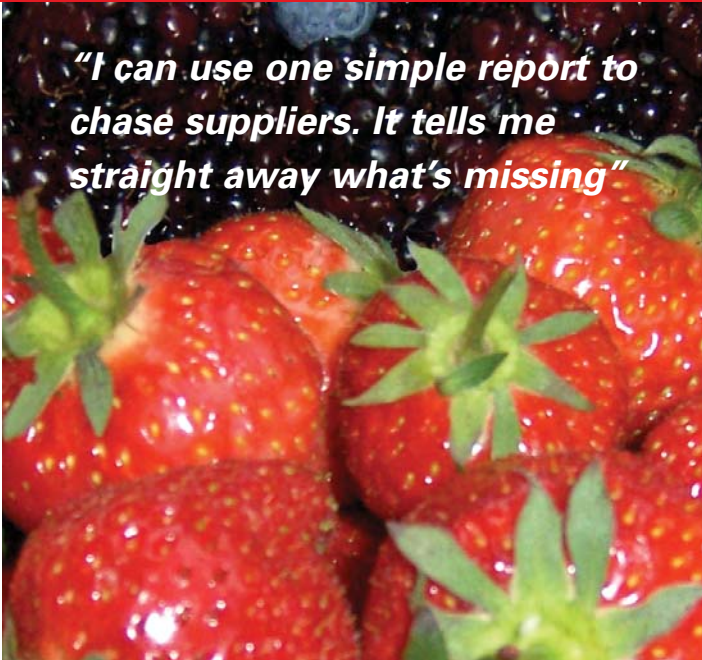
the fruit arrives in our pack houses, they can go to our website and confirm it's been received. I use SQL Reporting Services to see if there's anything outstanding and I can use one simple report to chase suppliers. It tells me straight away what's missing, and it's quicker than going into Microsoft Dynamics NAV checking order by order.

"It also gives us an update on what we've put into Microsoft Dynamics NAV. I can go into it and get sales figures for different periods of time and for different products. It lets me look at trends. Are we selling more or less than we expected? More than last year or not? Do we need to adjust our stock?

"Our account managers use Microsoft Dynamics NAV to enter

price offers to supermarkets for the coming week, for example: 'I can offer you 50 tons of blackberries at this price.' We can use SQL Reporting Services to save a nice PDF form listing all the offers in each customers' preferred format and send it to the supermarkets. We can also use that to check what the supermarkets actually bought and we don't have to enter the information twice.

"We'd still be able to do our jobs without SQL Reporting Services, but it would be so much more time-consuming. We'd have to spend hours manually looking up information. At the moment we can generate reports at the touch of a button. It's great."



*"I can use one simple report to chase suppliers. It tells me straight away what's missing"*

**When the fruit arrives in our pack houses, they can go to our website and confirm it's been received**



## SQL Reporting Services –

### 5 Benefits for your business

#### 1 Cost effective reporting

You can report on multiple sources – pulling on data from many SQL applications.

#### 2 Turn data into relevant information

SQL Reporting Services utilises the power of Visual Studio.net turning your data into relevant information, presented graphically in charts and diagrams.

#### 3 Share information

You can share the information across your business in pdf or Excel format.

#### 4 Better decision making

You can produce reports using real time information or compare historical data. This gives you a complete overview of your business enabling you to make the right business decisions.

#### 5 Information at your finger tips

Once reports are created they can be scheduled to run automatically and emailed to you on a regular basis – delivering the information you need straight to your inbox.