



A Personal Approach to Information Delivery.



Townsend's Improves Reporting from the iSeries with Diver

Townsend's, Inc., a family-owned poultry-processing corporation, has facilities in North Carolina and Arkansas, and is headquartered in Delaware. Operations in North Carolina and Arkansas include three processing plants, two state-of-the-art hatcheries, two feed mills, and a number of breeder farms. All financial information and statistics for these three locations is tracked with Diver.

Always looking to improve and expand, Townsend's implemented Dimensional Insight's data analysis and reporting solution in their Accounting Department. Managing financials that include thousands of ledger accounts to identify revenues and expenses for the activities at all three locations is no small feat. Townsend's is now able to convert data from various sources into Models to organize financial information, and create different views of the data. Transaction detail is taken from the general ledger system, budget information is taken from an Excel spreadsheet maintained at the corporate office, and monthly statistics are maintained by users at each location. For example, the Organic Poultry operation is tracked as a separate department. A monthly report is created to show plan versus actual expenses as well as a number of statistics for this particular department. These same expenses can then be combined with other poultry growing operations to report on total growing operations. Balance sheet accounts can easily be grouped into a particular line item (cash for example) even if they are not numbered in a hierarchical system. Users are able to dive into dimensions that reflect more detailed information within the highly indexed data Model, using Diver.

"We have been able to make huge improvements in our financial reporting processes since implementing Diver. We take information coming from many different areas to create Models. Our largest Model has all of our General Ledger transactions. All transactions that were posted to the Ledger during the day automatically get included in the nightly update," explains Christine Grace, General Accounting Manager. "We also have a Financial Budget Model that originates as an Excel spreadsheet, and a Statistics Model. Being a poultry company, we're interested in yield percentages, livability and other statistics to see how different conditions affect the eggs and chickens."

Grace creates either paper or electronic PDF reports for 100 different operating departments at Townsend's. As in many companies, people like to view reports a certain way, and they are each interested in different data from a variety of sources. "Diver is great for coming up with the right report," says Grace. "The reports that we are capable of getting directly from our iSeries system are somewhat complicated because, generally, we get a lot more information out of them than we need. For example, when our auditors were here last week, they wanted to see all of the General Ledger accounts that go into an inventory line item on our financial statements. Using Diver, I was able to focus on just those General Ledger accounts with balances at the end of the year, and create a report within minutes. Also, we're not restricted in our naming conventions. Whether it's a file or logic within a report, I find it useful to be able to give simple english names to reports so

they don't have to be decoded. Reports are useless if people can't find what they are looking for."

"We've been very happy with both the cost and implementation of the product," says Grace. "The costs were very close to what had been quoted, and we all know for a software implementation, that is a very rare occurrence."

In the future, Townsends will be venturing to other reporting areas such as logistics and sales, and allowing access to more users.

About Dimensional Insight

Established in 1989, Dimensional Insight (DI) is a privately held company specializing in the development and marketing of multidimensional data visualization, analysis, and reporting software. Our products enable decision makers across all levels and functional areas of an organization to access and analyze data quickly and intuitively. People worldwide use our technology to identify new opportunities, improve their business operations, and increase their profits.

Dimensional Insight is privately held and consistently profitable, with no debt or venture capital. As a result, DI can focus 100% on satisfying customers - unlike many publicly-quoted software vendors that are distracted by stockholders' regular quarterly demand for consistently higher sales and higher earnings.

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