



# Syngenta plants the seeds for enhanced reporting and crucial decision-making processes

“After understanding our information challenges and analytical requirements, KMS was able to provide us a clear and customizable BI solution. The rich graphical interface, combined with powerful drill-down capabilities and flexibility of the BI platform provided by KMS makes it one of the best solutions I have encountered. Under the guidance and expertise of the KMS team, our users are now happy that their numbers can be represented with animated graphs, and its online accessibility enables live data to be presented anytime, anywhere around the world with ease. ”

*Lim Kian Hong*  
Product Specialist, Syngenta Singapore

Syngenta is one of the world's leading companies dedicated to sustainable agriculture through innovative research and technology. While it was formed in the year 2000 with the merger of Novartis Agribusiness and Zeneca Agrochemicals, Syngenta's roots go back almost 250 years in Basel, Switzerland.

Today, Syngenta employs more than 26,000 people across 90 countries with the purpose of assisting their customers, farmers all over the world, in their daily needs. The company looks to increase crop productivity, protect the environment and improve health and quality of life.

Its key businesses include products for crop protection such as herbicides and insecticides, seed care treatments, seeds for field crops and vegetables, as well as lawn and garden solutions.



Playing an important role in the world's agricultural growth, it is crucial for Syngenta to have immediate visibility of key drivers in its business. The group requires a solution that can help provide a clearer perspective on its business to implement initiatives for further growth.

## CHALLENGE: Ineffective reports for business tracking and decision making

Prior to implementing a business intelligence (BI) solution, Syngenta's reports by its employees in Singapore were submitted in various formats that were subject to each executive's interpretation. The lack of report standardization made it difficult for Syngenta Singapore's management to properly comprehend and track the progress and performance of its laboratory activities.

In addition, without any real-time access to metrics, this became a bugbear for management to effectively manage critical operational resources, as well as implement business improvement initiatives. Moreover, as reports were compiled manually, the processes were time consuming with no verifiable methods of data accuracy and reliability.

Furthermore, management lost agility in decision-making as there were little or no detailed reports, supporting data for ongoing root cause analyses and key performance indicators. Data was also not available instantaneously, and could only be assessed upon the submission of the reports at the end of each month.

## SOLUTION OVERVIEW

### SYNGENTA SINGAPORE

Syngenta is a world leader dedicated to sustainable agriculture, helping the farming industry worldwide through innovative research and technology. With a history that stems over 250 years, Syngenta is an employer of more than 26,000 working on increasing crop productivity, protecting the environment and improving health and quality of life.

### FUNCTION

Research and development laboratory focusing on the development of new agriculture technology around Asia Pacific to help maintain food security in a sustainable way.

### INDUSTRY: AGRICULTURE

**GEOGRAPHY:** Asia Pacific headquarters in Singapore, with its global headquarters in Basel, Switzerland and a global presence in about 90 countries.

### SOLUTION

Syngenta deployed QlikView\* within its Singapore office to provide its users a cross-platform solution to input data anytime, anywhere and to churn out standardised reports. This was implemented over a period of two months.

### DATA SOURCE SYSTEMS

Excel Files, Oracle, MySQL

## **SOLUTION:** **24/7 cross-platform business intelligence data centre**

Syngenta Singapore found the need for an effective BI solution that not only provided uniformity in reporting, but one that was also timely, low-cost and highly available. It required a service-oriented architecture that would enable authorized users to analyze relevant and timely data to deploy strategic decisions.

The team of KMS consultants offered Syngenta a live demonstration of its recommended BI solution, QlikView, and what its strong and knowledgeable team had to offer. With a keen understanding of what the client needed day-to-day, KMS highlighted that the solution offered a powerful, scalable cross-platform, browser-based interface that would be flexible enough to adapt to customer requirements. With a configurable executive level dashboard, applications could be built and accessed via any device, whether desktop, laptop, tablet or smartphone.

Said Lim Kian Hong, product specialist for Syngenta, "KMS showed us that the cross-platform accessibility was indeed beneficial to our time-critical business. And this became a big factor in our decision-making process. With our management and executives constantly on the go, inputting and retrieving data at our fingertips can save us precious time.

"We were also seeking a solution that could deliver results with minimum hassle and ongoing maintenance effort. Thanks to the proactive KMS team, they were able to help us launch the easy-to-use system quickly with the entire implementation, testing and deployment within two months.

"Additionally, KMS helped us implement the solution at a reasonable cost, without incurring any significant investment in training for our users."

## **BENEFITS: A clearer picture across the network**

At an instant, Syngenta has found that the standardization in reporting provides the company a more accurate and reliable picture of its progress and activities. The robust and user-friendly interface allows staff to log and track its business data across various platforms. This means that users are able to access information anytime, anywhere. For its employees and management, the primary value of the data repository means a reduction in time required for report generation.

"Indeed, we have benefited from a clearer picture of our operations and standings ever since. The customization that KMS provided has enhanced our work efficiency. It takes us an estimated 40% less time to provide our management the information they need, complete with customized and powerful comparisons that they can see at a glance.

Other than just raw figures or static charts produced by individual executives through Microsoft Excel and PowerPoint, the product that KMS offers has allowed us to view the key performance indicators of our laboratories over the company network in real-time with better graphical representations with multiple options in a single report," said Kian Hong.

## **Empowered with better and timelier strategic decisions**

Syngenta's reports are now quick and intuitive to produce, and easy to read. With drill-down capabilities, the solution is simple and users are able to help themselves with the information they need. What took hours to generate can now be created in an instant with a click of the mouse or button. Moreover, users in charge of creating the reports now have the ability to generate report variants without having to contact a specialized department.

Said Mr. Ashim Berry, founder and chief executive officer of KMS, "We are pleased that the solution we offer can empower our customers to make better and timelier decisions that are extremely crucial for time-sensitive businesses of today. Because QlikView is connected to different data sources, Syngenta has been able to see a unified view, and has enjoyed an increase of flexibility in the analysis of their data."

## **Cost-savings on R&D**

Based on its years of experience supporting clients in their business intelligence needs, KMS understood that every little time saved is money saved. The time saved on the manual production of reports has resulted in a reduction of manpower costs, putting the focus of Syngenta's employees on where it matters – research and innovation.

Kian Hong added, "KMS has helped us enjoy tremendous cost-savings on research and development (R&D) with more accurate spending thanks to proper statistical review and analyses that the BI solution offers. Additionally, our counterparts (or clients) have been able to retrieve more useful and competitive data that can make an impact in the agricultural industry."

Without a doubt, the value proposition that the KMS team gives to each and every of its clients is one with a personal touch. Offering customized solutions that targets their problem areas and answers their needs, what KMS offers ultimately boosts growth.

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## **ABOUT KMS**

Knowledge Management Solutions (KMS) provides consulting and implementation services for developing decision support and knowledge management decisions. KMS was founded by professionals with nearly 20 years experience in Data Warehousing and Business Intelligence solutions using advanced in-memory technologies across a broad spectrum of vertical industry segments.

Headquartered in Singapore, we have a regional presence with our offices in Malaysia, Thailand and Hong Kong.

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