



*La salute buona  
da mangiare*

Galbusera S.p.A.  
Cosio Valtellino, Italy  
[www.galbusera.it](http://www.galbusera.it)

#### Industry:

Consumer Goods

#### Employees:

400

#### Oracle Products & Services:

Hyperion Interactive Reporting

#### Oracle Partner:



Diesse Shop  
[www.diesseshop.it](http://www.diesseshop.it)

**“Hyperion Interactive Reporting ensures that everyone in the company can access the up-to-date information they need in real time. This allows Galbusera S.p.A to improve the efficiency of its organization and, therefore, its competitive edge.”**

– Dante Gelmini, Information Systems Manager, Galbusera S.p.A.

## Galbusera S.p.A. Improves Competitive Edge with Increased Analytical Insight

Galbusera is an Italian confectionery company that offers organic and health-oriented product lines as well as classic desserts and baked goods. Its production plant is located in Cosio Valtellino, Italy. Galbusera’s marketing division, Konsum-Galbusera, is the exclusive distributor of all the company’s products in Italy and abroad.

### Challenges

- Reorganize the financial and accounting divisions to improve the quality of financial data
- Improve forecasting capabilities to enable the company to increase its competitive edge
- Provide the ability to monitor trends in sales, orders received, and results of advertising campaigns
- Measure and control product costs and customer and product margins

### Solution

- Implemented Hyperion Interactive Reporting to provide an easy-to-use, single Web-based application interface—that did not require training—and provided users with flexible access to data
- Translated statistical data into business indicators for the sales, production, and administration departments
- Gained the ability to immediately identify slowing product sales in specific regions
- Enabled the company to swiftly intervene into critical areas, by providing access to constant control flows and order trends
- Improved sales operations by enabling staff to e-mail reports and access independent consultants throughout the sales cycle
- Provided sales managers with real-time access to accurate budget reports segmented by product or area and sales person
- Optimized accounting data analysis by enabling daily report distribution of customer and line-of-credit reports
- Facilitated margin calculations with access to product cost-control data and ensured complete transparency between the client, server, and Web environments, eliminating duplicate processing and migration