



Data maintenance - pillar of the company's success

In my role as a logistics consultant, I often have the opportunity to jointly analyse with my customers past developments and the current situation of companies and derive appropriate optimisation measures. Actual representation includes, in addition to strategic and organisational criteria, the analysis of data within a company, such as consignment data, stock levels, sales data, article weights and stock control.

It often occurs that the data is not up-to-date, incorrect or incomplete or simply has not been maintained properly. Some may justifiably ask themselves what is the point of constantly maintaining company data and keeping it up-to-date? How does this benefit a company?

I strongly believe that successful entrepreneurs base their decisions on the following: A good deal of common sense, experience and intuition as well as expertise, all of which contribute to analysing and verifying data and facts - and vice versa! But, what happens if this data does not present a true picture of the situation? If one of these facts is wrong?

According to experts, our economy has fallen to an all time low and it will soon be possible to prepare and implement plans for the longer term again. How do these future strategies evolve? Strategies, objectives and procedures are certainly not

only based on that achieved in the past, but it forms the basis for future scenarios and paves the way for the company's success. Precisely how much has my company sold in the past 10 years and how does this development affect company resources? Where then exactly is my future ideal sales or warehouse location based on transport costs, sales volumes, assets or market analyses? This and many other strategic questions can only be answered if the database is correct, comprehensible and clear.

It definitely depends on the respective industry as to how and which data must be precisely maintained. One thing is certain, this data must always be available up-to-date and complete in order to make decisions which determine the future direction of a company.

Only when the underlying conditions for effective data acquisition are available, when employees are appropriately trained and the management recognises the necessity of exact data presentation as a decision-making aid and implements the same, will it be possible, with the support of this database, to make sound and correct future decisions.

Yours,
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