

ANALYTICS



SEAT S.A.

SEAT S.A. improves production with Qlik



“We can now match very specific information, analyze it and make an objective decision to see the impact of other processes on production planning and control.”

Josep Castuera Rabell, Engineering and Production Planning and Control Manager, SEAT S.A.

Big data in manufacturing

Founded in 1950, SEAT S.A. is the only company that designs, develops, produces and markets cars in Spain. Part of the Volkswagen Group and selling the CUPRA and SEAT car brands, the company currently exports more than 80% of its vehicles and can be found in 75 countries around the world. It has over 14,000 employees across three production centers in Barcelona, El Prat de Llobregat and Martorell, with the latter responsible for manufacturing iconic vehicles such as the SEAT Ibiza.

The manufacturing process of a company the size of SEAT S.A. requires huge volumes of data. Capturing, processing and correctly understanding this data can make a real difference. SEAT S.A.'s first encounter with Qlik was through QlikView® a few years ago, the first solution implemented as part of its digitalization and improvement process. However, as the team discovered its benefits and functions, SEAT S.A.'s production planning and control department wanted to do more and implemented Qlik Sense – a solution that would be more dynamic and bring increased functionality to the company's operations.

Qlik Sense was implemented with transparency, together with Mercanza – an integrator specializing in these solutions. As SEAT S.A. already had QlikView, this process was very smooth. Initially, a proof-of-concept was generated and previously identified use cases were implemented. This helped users to familiarize themselves with the tool and start using it gradually.

Mercanza was essential to the implementation process as it helped resolve any concerns. SEAT S.A.'s approach to rolling out the solution was a learning process through practice, working on use cases or improvements and implementing them in tandem while resolving concerns in real time. Learning about the tool and its adoption took place while these improvements were implemented.

Solution Overview

Customer Name

SEAT S.A.

Industry

Manufacturing

Geography

Spain

Function

IT, Supply Chain Management

Challenges

- Unify multiple data sources under the same structure
- Eliminate tedious processes that were performed manually
- Improve processes with specific data

Solution

Qlik Sense® has transformed SEAT S.A.'s production planning and control processes by receiving, transforming and analyzing data.

Results

- Integrates external data to better understand the business
- Improves decision-making with specific information
- Reduces essential processing times

Decision-making autonomy

One of the main benefits of the tool is the autonomy it provides, making it easier for different departments within the company to access specific information. It has made a real difference, providing departments with the option to search for the data they need, when they need it. "Previously, if a team needed new reports or briefings to analyze a specific piece of data, the process took several days or weeks. Now, for most data analytics needs, users can self-serve," says Josep Castuera Rabell, Engineering and Production Planning and Control Manager, SEAT S.A. The production, logistics and quality departments have benefited most, as collaborative work has improved due to data fluidity and the immediate availability of data.

Integrated analytics with various data sources

Cross-checking data with other departments and even other organizations is another one of Qlik Sense's significant benefits, allowing various departments to track the status of each stage of the production process. "Now, we can see data that could have previously gone unnoticed or was difficult to interpret with conventional methods. We are able to match very specific information and see how other processes, parallel to production planning and control, play a key role in manufacturing itself," says Castuera. This has not only transformed processes, but the team's mentality as well.

"It has improved how the department works, how to see and interpret the information, as well as the autonomy for analyzing data. Users can anticipate problems and make decisions that resolve incidents in the most effective way. In summary, we are more resilient," he adds.

Data digitalization to deal with any crisis

Implementing Qlik Sense has improved how the production planning and control department works. Data analysis automation has increased response agility in critical or crisis situations. Having access to current and historical data, with the necessary context at any given time, has allowed the team to make strategic decisions, enhancing the contribution to the business' overall success.

SEAT S.A. and the Volkswagen Group are immersed in the company's digitalization and transformation processes, thanks to Qlik solutions. The production planning and control team has spent years developing the model and has a substantial amount of experience using tools to digitalize these processes.

Additionally, times of crisis are when this tool has been most helpful. For example, during the Covid-19 pandemic, this technology helped manage the semiconductor shortage crisis. The information gathered and analyzed by the company was useful in better organizing the production process. "Thanks to Qlik Sense, we can analyze needs and equipment delivery forecasts on a daily basis, so that we can re-organize and maximize production," says Castuera. During this crisis, SEAT S.A. was able to obtain automated reports online to remain informed about the planning status and anticipate any issues before they occurred. All this data was obtained in real time by the company's management team so the most appropriate decisions could be made. "The solution's functions now allow us to create complex warnings, matching data from production, logistics and quality with a broader data set," concludes Castuera.

All these benefits have had a huge impact on the way SEAT S.A. operates, providing the support that the company needs. For SEAT S.A., the future looks promising, with an intelligent data structure that lays the foundation for potential improvements such as cloud integration and any other updates that may be required.

The keys to success



<24 hours

data analysis time, reduced from days or weeks previously



Integration

and intelligent analysis of data from different sources

“Data analytics has provided valuable information that has helped us with strategic decision-making, making it easier to unify data from different sources and reveal new information patterns.”

Josep Castuera Rabell, Engineering and Production Planning and Control Manager, SEAT S.A.



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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