

Established in the 1930s, Vaisala has grown to become a global leader in environmental and industrial measurement. Building on 75 years of experience, Vaisala provides a comprehensive range of innovative observation and measurement products and services for meteorology, weather-dependant businesses and controlled environments. The company serves customers in over 140 countries and has 30 offices worldwide.

## Insight into Vaisala's operations with process mining

### CUSTOMER CASE

# VAISALA

*Since making process development their focus, Vaisala has been able to realize tangible benefits by improved operational efficiency. QPR ProcessAnalyzer has been key in bringing needed transparency to processes by providing the real picture.*



With no standardized process documentation and with different methods used across Vaisala's global locations, keeping track of what processes were in place proved to be challenging.

In addition to unified process documentation, the company realized that they also need the means to see and measure how the defined processes are performing, what process deviations there might be and how certain processes are adopted in certain units/departments.

This process-centric focus was a result from Vaisala recognizing the importance of process performance to the success of their overall business operations.

### The tools for insight

Vaisala tackled the challenge step by step, by first having the goal of storing all process versions in one place in an easy-to-use format and then adopting the tools to measure the processes. To

match this need, QPR Software performed a feasibility study using Vaisala's own data.

The results were clear. Senior management could see how the processes were running in reality, which convinced them to choose QPR ProcessDesigner for documentation and QPR ProcessAnalyzer for performance follow-up and comparisons.

The latter was purchased as a SaaS service by Vaisala, leaving the hosting and maintenance to be handled by QPR Software.

### It takes weeks, not months

QPR ProcessAnalyzer discovers the exact 'as-is' process flowchart from existing data for analysis and improvement of business processes with minimal deployment time. This data centric analysis method is also called process mining. Since the product can analyse any data, QPR ProcessAnalyzer was integrated to several data sources, those being

"At Vaisala, we are committed to continuous process improvement. QPR ProcessAnalyzer has enabled us to do just that easily and effectively, saving valued time for our organizations by quickly pinpointing the development areas."

Arto Puukko  
Process Development Manager  
Group Quality, Vaisala

Oracle eBS, Oracle BI Apps and Salesforce.

This way, different organizations at Vaisala were able to get the exact picture of their e.g. sales, billing and order-to-cash processes. The process owners, who are close to the process and are source system experts, were involved in data validation to ensure relevant analysis results.

## Process-wide coverage

Since using process mining during Q1/12, Vaisala has already been able to improve several of their processes. Here are examples of some of them:

### Technical Support:

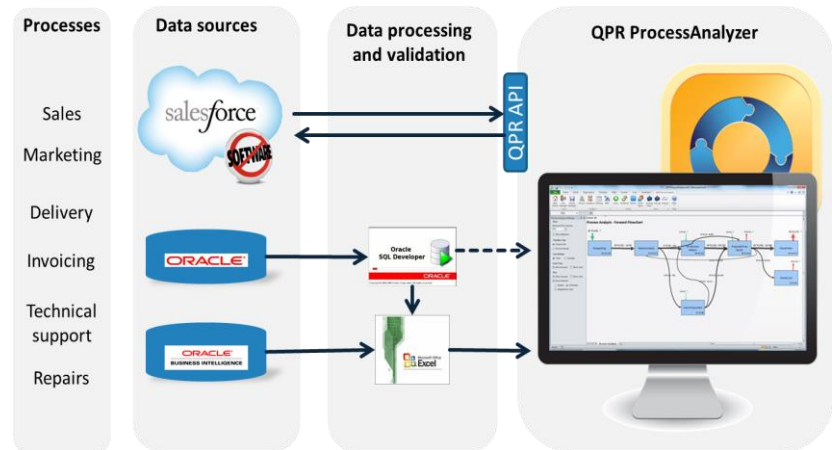
Analyzing Oracle BI Apps data with QPR ProcessAnalyzer, Vaisala was able to discover that process flow for handling support cases was disorganized. There were numerous deviations and no clear guidance on what status should be given to specific cases.

Using comparison analysis of the intended and the actual process as a base for improvements, Process Owners were able to start simplifying and clarifying the process and communicate the changes and guidelines to the stakeholders. Furthermore, the work was done in cooperation with representatives from customer interface, with the goal of improved customer satisfaction.

### Repairs:

The repairs process was also analyzed as it had recently been changed to handle high volume products. The relevant data was validated and extracted directly from the ERP system (Oracle eBS) and with QPR ProcessAnalyzer, Vaisala was able to verify that the change had improved the process by **up to 59%**, depending on the product.

QPR ProcessAnalyzer clearly presented the effects in the process flowchart, giving results much faster than normal performance indicators.



QPR ProcessAnalyzer set-up for Vaisala

Process Owners were also able to continue the analysis further by drilling-down to selected products and time-frames.

The results brought two separate action points to the organization:

- Monthly monitoring of the performance indicators by middle management and service business unit using QPR ProcessAnalyzer
- Added-value - the analyzed data also contained all open repair cases, which were studied separately to further improve performance.

### Sales:

To visualize the sales funnel, QPR ProcessAnalyzer was plugged directly to Vaisala's CRM system Salesforce. As opposed to the other source systems, the data validation did not require internal involvement from Vaisala as needed data could be selected and fetched from Salesforce Cloud using QPR API.

With QPR ProcessAnalyzer, Vaisala is able to visualize clearly the flows between different statuses, see any process deviations and show how marketing leads end-up in sales process. The process will undergo a thorough performance analysis as the implementation of Salesforce.com is finalized within the company.

## Benefits

With the three cases discussed here, Vaisala was able to realize the following benefits from adopting the process mining method:

- **Effective operations and improved customer satisfaction** through clear visual understanding of the real process and the deviations, resulting in process optimization
- **Reduction of operational costs and time to corrective actions** by having the means for effective change management through fast verification and follow-up of process changes.
- **Sales process optimization** through understanding of the process flows, statuses and the ability to benchmark performance.

## The way forward

This was just the start of Vaisala's process focus. The results have convinced the company so that they are moving forward by adjusting their source systems to log even more information. Different organizations worldwide will use QPR ProcessAnalyzer as broadly as possible, covering all their processes in order to get more details for optimized performance.

More about Vaisala: [www.vaisala.com](http://www.vaisala.com)