

Manuchar Gains Real-Time Financial Control, Saves Hours Daily, and Improves Decision-Making with Business Central Insights

BUSINESS CENTRAL
INSIGHTS 

eKnowtion
Powerful Insight.



Executive Summary

Manuchar, a global distributor of chemicals and provider of fully financed supply chain solutions, adopted but also quickly outgrew Microsoft Business Central.

After implementing, the team quickly ran into limitations with standard reporting and struggled to maintain consistent, accurate insights in Power BI. With frequent updates to Business Central breaking data models that support everyday work, it quickly became a risk that disrupted operations.

By adopting Business Central Insights (BCI), Manuchar established a single source of truth for financial and operational reporting. The platform enabled real-time analysis, faster issue resolution, and significant time savings across finance and leadership teams.

Today, BCI plays a critical role in daily decision-making, helping Manuchar deliver accurate results, meet strict reporting deadlines, and drive performance across multiple entities.

The Challenge

Following the move to Microsoft Business Central, Manuchar faced growing challenges with reporting.

Standard reports lacked flexibility and interactivity and were not enough for the way the teams needed it to work. Despite having internal skills and an appetite to build reports, the work became fragile and time-consuming. Major Business Central updates also disrupted data models, affecting day-to-day work of multiple people across different teams costing delays and business opportunities.

At the same time, demand for insights was rising across the business, from finance and sales to leadership. The reporting foundation was fragile and the consequences reached far beyond the finance team.

The result:



No consistent reporting foundation



Increasing manual workload



Limited time for analysis and decision-making

As **Gareth Seymour, Head of Controlling and Reporting**, explains:

"I had the passion to build it myself but not the time. And I needed something I could trust as a single source of truth."



Why Business Central Insights (BCI)

Standard Power BI was out of the question; fragile and high maintenance.

So Manuchar explored building a custom reporting solution but quickly recognised the limitations.

Custom development required:

- Extensive planning and data modelling
- Ongoing maintenance with every system update
- Significant time investment

Instead, BCI offered:

- A proven, ready-to-use reporting framework
- Maintained and designed around Business Central reporting needs
- Instant access to structured, reliable data

"It's either I build something from scratch which takes time I don't have, or I use something proven. Within an hour of testing, I knew this was the one."

BCI eliminated the need for manual development while providing a scalable, continuously improving solution.

Implementation & Early Value

The impact of BCI was immediate.

With access to structured, real-time data, Manuchar could quickly:



Analyse financial performance



Drill down into transactions



Identify and correct errors

Users gained the ability to move seamlessly from high-level reports to detailed transaction data, enabling faster insights and action.

"You can drill from the top-level report right down to the actual entry, see the supplier, the document, even who posted it. That changes everything."

The platform quickly became embedded in daily workflows across finance and leadership.

Tangible Results

With BCI in place, Manuchar transformed how it operates day-to-day.



Time Savings

- Hours saved every day across reporting and analysis
- Manual data extraction and Excel-based reporting eliminated
- 25 users across the company's South African group
- 3 hours saved per day per user



Improved Accuracy & Control

- 30-day free trial period for operational pressure testing
- Faster identification and correction of errors
- Greater confidence in financial data
- Zero report rebuilds after system updates
- Real-time visibility across 5 entities



Better Decision-Making

- Real-time insights across sales, finance, and operations
- Clear visibility into performance drivers such as EBITDA and margins

"It saves me hours every day. Instead of building reports, I can focus on insights and decision-making."



Deeper Business Impact

Beyond efficiency, BCI has become critical to how Manuchar manages performance and risk.

Operational Visibility

- Daily reporting across sales, finance, and customer performance
- Ability to analyse trends, margins, and performance drivers

Faster Issue Resolution

- Immediate identification of incorrect postings or anomalies
- Direct traceability to source transactions and users

Stronger Governance & Compliance

- Supports accurate, timely month-end reporting
- Provides confidence for audits and stakeholder reporting



"We use these reports daily. It's critical: everything from detailed sales analysis to financial reporting depends on it."

BCI ensures Manuchar can meet strict deadlines while maintaining accuracy across multiple entities.

Partnership & Continuous Improvement

A key differentiator for Manuchar has been the ongoing relationship with eKnowtion.

Rather than a static solution, BCI continues to evolve with the business.

- Regular product updates and enhancements
- Features driven by real customer feedback
- Direct access to experts for support and ideas

"It's not just a product, it's a relationship. If I have an idea, they listen and help me find a solution."

This continuous improvement model ensures Manuchar's reporting capabilities grow alongside its business.

What's Next?

With a strong reporting foundation in place, Manuchar can spend less time building reports and more time using reporting to improve performance and real-time control across the business.

Manuchar is expanding its use of BCI across the organisation.

Future focus areas include:



Deeper CRM and pre-sales insights



Enhanced conversion and sales performance tracking



Broader adoption across teams and entities

As the business continues to grow, BCI will remain central to delivering accurate data, faster insights, and better decisions.

"We've built a foundation we can trust. Now it's about using it to drive even more value across the business."