



CSI Integrated Solutions

Obtaining critical business information in retail

scenario

Our client is a world leader in luxury goods with a unique portfolio of over 60 prestigious brands ranging from leather goods to perfumes.

CSI has a long standing relationship with this client on both a national and international level, having designed and delivered a BI solution back in 2002 for the UK subsidiary. This solution originally focused on sales, finance and inventory and following its success, CSI was invited to rollout the solution on a global scale and extend the functionality to include:

- aged debt
- sell through
- inventory rotations
- margin analysis
- financial consolidation

Challenge

Whilst our client's Business Intelligence solution met the needs of many different divisions within the company, a major objective of the solution was to improve and reduce the time it was taking to close the month end process across all divisions. There was also a requirement to provide the business with real time and accurate visibility of information that would streamline their processes and make them more competitive.

Some of the issues identified included:

- Month end closing routines were time-consuming and manual
- Reporting was manual and values were prone to human error
- Detailed data unavailable at Management level when investigating exceptions
- Data was not available when and where required
- Real-time visibility of stock
- Inability to analyse discounts and promotions
- Difficult to gain a segmented and targeted view of product and customer performance
- Data was disparate within the business

Solution

CSI developed a solution that consisted of a centralised and consolidated data repository with automated extracts from the numerous internal and external operational systems within the business. The centralised data repository was designed for business reporting alone. This robust and responsive repository would enable our client to access real-time information that was previously impossible to gain quick and easy access to.

Supported by IBM Cognos 8 software, this solution provides a secure reporting and analysis environment with zero footprint that enables real-time business information to be shared via a consistent interface.

Business benefits

Our client realised a number of benefits including:

- Faster and more reliable access to key information
- Improved visibility of data which enabled the business to be proactive and make informed decisions
- Month end closure times reduced by 3 days
- Increased turn-around of stock replenishment and improved visibility of consignment stock
- Improved intelligence to support segmented marketing campaigns

