



Comprehensive Business Intelligence Application Addresses Data Analysis & Dynamic MIS, ad-hoc Reporting Needs of Brand Marketing India

Overview

Brand Marketing India
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Country or region
India

Industry
Retail Brand Marketing

I.T. Infrastructure

Enterprise Applications

Shopper 9
Tally 9.ERP
Retail Pro

Database

MS SQL
Btrieve

Data Warehouse:

SQL Server 2008

1KEY BI helps BMI respond quickly to changes in business conditions with actionable information to users

"Timely availability of data in the required format for enabling decision making was a challenge for our operational users. Taking informed decisions is the best method of providing your sales and marketing team with the edge in any market place."

- Jatin Bhatt, Head IT, Brand Marketing India

Established in 202, Brand Marketing India (BMI) is the holding company for the Calvin Klein Jeans, Calvin Klein Underwear and French Connection businesses in India. Within a short span of over 3 years, BMI has opened over 100 points of sales across 13 Indian cities. In 2004, Vijay Murjani, MD spearheaded the launch of Tommy Hilfiger, which became the most successful premium lifestyle designer brand within 2 years of its launch in the country. All of BMI's stores are designed to global standards and present in prime high street, mall and department store locations, thereby completing a truly world class shopping experience.

“1KEY BI enables our users to easy access information on brands and products that was just difficult to make available before. Now decisions are made taking the true profitability of the product into account and not just margin, as we would have done traditionally.”

- Jatin Bhatt, Head IT
Brand Marketing India

Challenge

Old data of Retail Pro up to March 2010 was stored in Btrieve. Whereas now BMI was using Shopper 9 in one single company for different subsidiaries and brands. Accessing old data which was scattered in different tables of Btrieve was a challenge. So reports like Trend analysis, trade analysis using the old as well as the new data was becoming a challenge. BMI was using standard reports of Retail Pro & Shopper 9. But those were not enough specially from the periodic comparison point of view, where they wanted comparisons between two years on the two data sets in one single report e.g. how has been sales trend vis-à-vis sales, how has been sales vis-à-vis stock ratio. To make such MIS reports and ad-hoc data analysis available with slice & dice, drill-down, drill-through like functionalities to the users, was becoming critical. This would help measuring brand, store performance and productivity.

Solution

BMI opted for 1KEY BI solution to process current and past business transactions to know exactly what happened previously and compare with the current numbers. BI was connected to warehouse built from old Btrieve data, new Shopper data and Tally.ERP 9 data.

With BI, business users can now run Year on Year periodic reports which they use to prepare manually in spreadsheet and were taking days earlier. They are now able to track changes in inventory movement by region and product category. They can also now analyze product performance by outlet, region, to enable them to more effectively manage brands toward profitability.

BI has come at a cost-effective price-point, a powerful tool in the hands of our operational users for ad-hoc MIS reporting

and analysis. Timely availability of information in required reporting format and presentation has empowered business users to take pro-active and much accurate decisions.

Why 1KEY BI

BMI chose 1KEY because it had the lowest cost of entry, rapid development with all the user-friendly reporting and analysis features our users wanted. 1KEY's ease of use, flexibility and scalability has enabled us empower the business users with a BI tool. It gave us a higher level of business intelligence (BI) capabilities that:

- Able to easily connect with existing Tally & Shopper & Btrieve warehouse data
- Provide deep insight in YOY information
- Facilitated information-sharing among our operation staff so they could better monitor inventory & sales in their appropriate contexts

Evaluation parametres

After an evaluation of competing BI products, BMI selected 1KEY for enterprise-wide reporting analysis. BI tools were evaluated based on its ability to:

- Analytics with Btrieve & new Shopper 9 data & Tally in BI with ease of Use
- Cost Effective Solution
- Cater to reporting analysis requirements of top management as well as operational users
- empower the business users to build their own reports from the base cube
- slice-n-dice the info for further analysis

Implementation Plan

Initially, the project began with creating a data warehouse for R-Pro and Shopper data. Since no direct connectivity was available for Btrieve, periodic data was exported in spreadsheet to be dumped in SQL. On the other hand, Shopper 9 had different database for different companies.

“1KEY provides an easy-to-use, integrated reporting and analytics platform that provides our end users greater business insight. We looked at other competing offerings, but preferred 1KEY’s end user experience and easy connectivity. We’ve found it to be extraordinarily feature-rich.”

- **Jatin Bhatt, Head IT**
Brand Marketing India

For More Information

For more information about MAIA Intelligence products and solutions, call Sales Information Center at: (+91) 022 668 88 999 or e-mail us at: sales@maia-intelligence.com. To access information using the Website: www.maia-intelligence.com

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So the old & new data was mapped in Company, brand, type, category, gender, style, season, bar code, etc. using SQL queries (Zone). While creating DW, in all 8 parameter levels were mapped. One technical and one functional expert from each area were involved in the implementation of BI.

Functional areas targeted for the BI implementation were for across the brands BMI deals into viz. Calvin Klein, Jeans, CKU, French Connection (FCUK), Glares & Fragrance

BMI’s top management was directly involved in designing the report format and layout. They gave the inputs which helped in generating value added reports. Reports from BI are directly delivered to the company’s executives and top management for the eagle view of enterprise.

The project which started in August 2010 was successfully completed in mere 2 months’ time. A three days training was given to BMI and they could start using BI. It is well appreciated by the 25 business users of BMI from across finance, merchandise and brand. The user community will expand to almost all domains and most of the employees by the end of 2011.

Benefits

BMI found that the best way to protect their current & earlier capital investments was by investing further into managing its most valuable asset-‘information’.

BI gives BMI the freedom to be proactive and innovative instead of always reacting to market movements. BMI is expecting this to continue to drive the company ahead of its competitors.

BI has now become BMI’s enterprise standard reporting and analysis platform. The required reports were created in a month time from 1KEY. BI is not just a corporate-wide management information system, but is also a tool to support and facilitate executive decision-making.

Return On Investment

The IT team at BMI is excited about the efficiencies they are realizing by standardizing on for enterprise monitoring, reporting, and analysis. 1KEY BI was cost effective and hence has turned to form a great value proposition for BMI. The IT team is very much confident to achieve ROI within the very first year of implementation of BI.

Partial List of Reports

Reports produced from the BI are now delivered directly to the company’s executives. BI makes information available from a wide range of departments at BMI, such as:

- Expense Cost Centre-wise reports for finance managers from Tally data. Earlier such reports were being manually consolidated in spreadsheet which were time consuming and error-prone.
- Branch Stock Transfer Bills from 1KEY Reporter (Static Reporting) for Head Office
- Sales & Purchase Analysis with 1KEY View for two-dimensional analysis
- Purchase Stock Summary
- Stores Stock Comparison Statements
- Week on Week comparison statements for stock, sales, gender-wise, store-wise, etc. with 1KEY Cube for multi-dimensional analysis

MAIA Intelligence