

## **Background and Problem**

The financial services / household goods retail business, operating out of over 100 high street stores, required weekly store management information to be available for Monday morning planning meetings.

The central IT system was only able to provide consolidated reporting on Monday afternoons, and therefore, in order to prepare for the meetings, operations management prepared their own version of the consolidated store management information using a cumbersome manual process. This involved the store managers transcribing figures from the in-store systems onto faxes or emails to their regional operations managers, who collated and keyed their regional data in an Excel spreadsheet, which was emailed to the national operations manager, who in turn collated these into a national spreadsheet.

This method was prone to error, resulting in various versions of the truth. It was also very time-consuming, diverting operations management time and effort away from the proactive analysis of the information to the mundane and routine grind of generating the information.

## **Actions Taken**

A TVBA Business Advisor helped the company realise their goal of achieving a single, central source of consistent store operations management information, easily accessible by store operations management.

The TVBA Business Advisor project-managed the strategy, selection and implementation of a business intelligence system, based on a multi-dimensional database (data warehouse), which was easy to use and access, using the existing IT infrastructure.

The project was achieved within time, quality and budget targets.

## **The Result**

Operations managers were able to focus more on managing the business, as they no longer wasted time on creating information. The users have the ability to drill-down from high-level information to the underlying detailed data, comprising the information.

Added value was delivered with the addition of previously unreported dimensions resulting in significantly enhanced analysis.

The feedback from users was “fantastic”.

**If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.**