



Exist Business Intelligence

Case Study: BI Strategy For A Major Grocery Retailer

Table of Contents

Case Study	3
About Us	5

Summary

As part of a major systems implementation Exist led the definition of a Business Intelligence Strategy for a major grocery retailer in the UK. The retailer, who has over 450 stores and turnover in excess of £10 billion per year, had undertaken a program to replace their core transactional systems and needed to define a strategy to meet the information needs of the business as the new systems went into production.

The BI strategy looked at the information needs across the entire business including, supply chain, stores, trading, finance and HR. The review included assessing current reporting infrastructure, processes, technologies and resources to create a roadmap for BI development for the next 3 years. The roadmap included prioritization of requirements, estimated implementation costs and business case development for each initiative.

Project Drivers

The retailer had grown rapidly over a number of years including a major acquisition. The in house developed reporting solutions were struggling to scale with the business. Senior management had concerns regarding the time taken for information to be available and the accuracy of data.

The implementation of new transactional systems meant significant re-development of existing BI solutions and the retailer wanted to minimize this cost.

Legacy BI

The majority of the retailers BI systems had been developed in house using Excel, Access and Visual Basic. The solutions had been developed over time by a range of individuals and were poorly documented and many had never been properly tested. Most reports required extensive manual effort to create and it could take up to 2 weeks for data to be available for the business. There was significant reliance on a number of key individuals to provide information and exposing the company to undue risk if they were to leave the organization.

Information Needs

Different parts of the organization had different levels of experience with BI solutions and there was a general lack of knowledge regarding the benefits and functionality available within BI solutions. Some areas of the business were openly hostile to BI solutions and were concerned that management would react badly to more accurate information.

Scope

The strategy review covered all parts of the retailers business including all the following areas:

- Stores
- Logistics
- Trading
- Supply Chain
- Finance
- HR

- Manufacturing

Across the organization there were a number of initiatives that had to be supported by the BI. These included:

- Loss Prevention
- Wastage
- Category management
- Customer analysis
- Promotions
- Labor management

Review

To understand the needs of the business, our Exist Principal Consultant met with senior stakeholders in the organization to understand the corporate strategy and the priorities of the business. Further interviews were undertaken with management and key users within each department and supporting IT teams. The strategy was also closely aligned to the timetable for the transactional system implementation.

The strategy for the implementation of the “new world” BI solution covered a 3 year period and included the following areas:

- Prioritized requirements
- High level business cases for each area
- Technology recommendations
- High level cost estimates
- Internal resource recommendations
- On shore and off shore delivery partner recommendations
- Architecture design
- High level implementation plans

The strategy identified a number of business areas where major revenue opportunities and cost savings could be delivered through improved information availability.

About Us

Exist Business Intelligence (ExistBI) helps organizations extract valuable insight from all divisions by utilizing their enterprise data.

By using a holistic approach, expert delivery resources, business intelligence proprietary and open source tools, TDWI & IRM best practices, proven methodologies and industry-specific strategies, we help customers:

- Achieve corporate goals driven by data
- Make quicker and more informed business decisions
- Improve sales, marketing and customer service campaigns
- Enhance operational and financial performance
- Comply with government and regulatory guidelines
- Evaluate & integrate mergers and acquisitions
- Mitigate risk and increase project success
- Enable staff through training and knowledge transfer

We have extensive experience working within these industries: banking, Insurance, retail, healthcare, technology, manufacturing, oil & gas, transportation, e-commerce and telecoms.

Exist helps organizations assess, strategize, plan and implement via:

- Business Intelligence Review
- Feasibility Studies & Business Case
- Tool Selection
- Technical Solutions
- Quality Assurance & Audit
- Training & Knowledge Transfer

Our Mission

We are committed to delivering quality services with genuine professionalism, efficiency and accuracy. Our professionals take the time to understand your business, technology and environment before delivering impactful results.

Our Values

- In all our work, we subscribe to the simple credo of saying what we will do and doing what we say.
- We hold ourselves and our clients to extraordinarily high standards of performance and accountability.
- We deliver quality, ethical and professional business services.

Our Team

Exist team members have extensive Big Data, Information Management, Business Intelligence and Management Consulting backgrounds, and our collaborative environment ensures that each client benefits from the experience and insight of our team. Many of our consultants have previously worked for the leading software tool vendors or consultancies (Informatica, IBM, SAP, Trillium, HP, Deloitte etc.) and attained advanced degrees from top universities.

Whether it's planning and managing a new engagement, stepping in to save a troubled project, or acting as a trusted resource supplier for a short or long-term contract, Exist is positioned to help your company succeed.

For more information visit our website at www.existbi.com or contact us today via e-mail info@existbi.com or call us in the US: 800 280 4376 or UK: +44 207 554 8568.