

Success Story
Groupsoft's Retail
Cube



 **Groupsoft**
Where Retail Clicks!

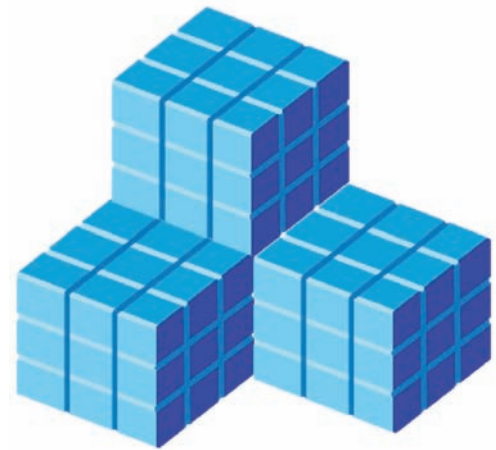


Scenario

Our client, ITC LRBD, is one of India's major Fashion Brand Owner, with 200 stores across India. Company has its own Manufacturing Facility, and a vendor base for Finished goods and sub contracting procurement processes. The retail team has 1500 users, and the company is growing at a fast pace, regularly introducing new brands and seeking fresh markets.

The company needed a smart business intelligence tool that could access information faster and help the business managers take logical decisions based on accurate data.

Based on our Domain Expertise and our solution presentation, company decided to deploy Groupsoft designed "Retail Cubes".



JOHN PLAYERS

WILLS
LIFESTYLE

Key Requirements

ITC LRBD has an ERP system for the back office operations which runs on DB2 and the stores have a POS solution provided by a third party software solutions company. They wanted to eliminate information bottlenecks created by limited user access and give users better analytical capabilities to aid decision making - thereby overcoming the heterogeneous environment limitations.

Company required both Static and Dynamic view of the data, along with a Graphical analytical Dash board tool.

Solution

- Groupsoft's Framework - "Retail Cube" was Deployed which extracted data from the ERP system, 3 Legacy Applications and 2 different Point of Sale softwares.
- Data which was extracted included Plan Data along with Budgets, Supply Chain data related to procurement, distribution, warehousing and sales.
- Seasonal Cube Concept developed - to cover the Retail Sales complexity and the huge number of Styles and SKU which are seasonal in nature.
- Data is extracted with DB2, SQL Server and Oracle databases. Incremental replication tools SMART REPLICATOR was developed and deployed for day to day data upload.
- Retail Cubes make data visible online and across all touch points in the supply value chain, thereby affording more independence to the management in managing departmental needs.

Client Benefits

Top management, middle management and Operational Teams across India have access to a common standard data page. This has improved the operational efficiency of the users across the departments.

Demand (sales consumption) patterns are visible across organization; enabling Category team to take proactive decisions in terms of merchandise availability.

Plan vs. actual comparison; in terms of sales, sales margin and stock deployment can be seen online. Store stock-out possibilities are minimised as logistics and operation teams can see daily sales movement and analyse the daily/weekly stock requirements.

Retail Cube implementation has resulted in time saving for the staff - time which they can now utilise for other value addition activities.

Unlike a one-dimensional "static report", "Retail Cube" is a multidimensional tool that provides many variants of a particular set of information.

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