Case Study

ElegantJ BI Business Intelligence

ElegantJ BI Business Intelligence Implementation for large Retail Chain in Japan

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Client

The client is a Japan based large retail chain company operating departmental stores across different locations.

The Company

Company operates department stores, wholesale and retail stores with more than 3600 employees working at diverse locations. Mainly into the sale of products including clothes, household utensils, food, related services and others; the stores cater to fast moving commercial markets in Japan.

With annual revenues nearly $2.5 billion, the company has been growing and expanding its base with new stores coming up at a number of commercial complexes at prime locations.

The Objective

Prior to implementing ElegantJ BI, the company was using one of the top 5 leading Business Intelligence tool.

The company must support a data warehouse that exceeds daily sales data from Point of Sales (POS) across all locations, with 80 million rows with 71 columns. The prime requirement was to generate or refresh the cube with this latest daily data in between the closing time of stores and before 5 AM of next morning.

Existing Business Intelligence tool was taking about 12 hours to update the cube with large volume of daily sales data from POS, and generation and timely availability of this data for presentation, analysis and MIS reports was time consuming and inefficient, causing operational difficulties.

Objective was to reduce this time required to create cube, and still not compromise with the presentation and visualization of data and reporting needs to help sales and store managers assume greater control over the sales, ordering and distribution process. This would allow them to make more informed decisions about their processes to improve customer satisfaction and overall performance at department and company level.

Another objective was to spread use and benefits of BI to wide base of users in the organization, but license cost of existing BI tool was extending out of their IT budgets.
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The Solution

The Retail chain company turned to ElegantJ BI for features and performance that can meet their objectives.

With ElegantJ BI, the retail company was able to achieve operational business intelligence with foremost advantages:

- **Performance for cube creation as per their requirements**
  ElegantJ BI Data Warehouse and BI Consultants suggested data architecture with incremental update capabilities to ensure better refresh / update times for the cube.
  Typically, data was partitioned based on the relevance and frequency of changes anticipated for certain days in future. By implementing incremental cube update, the focus was to capture only what changed in the source data. This approach reduced the time for cube generation to 5 hours using ElegantJ BI, instead of 12 hours taken by their existing tool.

  BI consultancy combined with ElegantJBI cube creation performance resolved most of the issues for timely availability of data for analysis and reporting.

- **Zero foot print browser interface leading to faster roll out** among more number of users, without the need to install any plug-ins or desktop components on users’ machines.

- **Cost effective license price** to enable IT decision makers to roll out BI capabilities to more number of users across different levels and locations of organisation.

- **Retrieve key business information from all operational systems for presentation, charting, OLAP analysis requirements**
  Using Dynamic OLAP Analysis and reporting features, users were able to get insight into data by dynamic cross tabulation of various dimension combinations within generated cube. Slicing and dicing a cube allowed end-users to combine and re-combine the dimensions to see different perspectives for multi-dimension analysis.

- **Security based, easy-to-manage user access driven interface**
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The Retail Business Intelligence Solution from ElegantJ BI provided an enterprise view of data for customized reports, charts and OLAP analysis, with interactive drill-downs suitable for multi-level analysis for daily use at many of the retail stores.

Elegant MicroWeb Role

Elegant MicroWeb’s product development team, and Business Intelligence and Data Warehousing solution consultants provided Business Intelligence solution better aligned to the business needs of the company.

Extensive support – both offshore and onsite was provided to the client with dedicated support throughout the entire project.

- Installation
- Data Architecture
- Implementation
- User Acceptance
- Training
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Conclusion

Elegant MicroWeb provided a complete Business Intelligence solution for streamlined, near real-time information on operations performance and customer requirements analysis.

The new BI technology has helped the company make much better use of its data with timely availability of information / reports / data to selected personnel, including corporate managers, sales managers and inventory managers. This has improved the speed and quality of reporting and information availability at the retail company.

Elegant MicroWeb's dedicated team of BI Consultants and Implementation experts together completed the roll-out and implementation in a short time to facilitate enterprise-wide adoption and use of the system within weeks.

With the implementation of ElegantJ BI, the company is already seeing visible improvements at the operational level as a result of a more thorough and timely flow of information across the retail value chain.
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