



RETAIL CASE STUDIES



PARIS
TECHNOLOGIES



Case 1:

NATIONWIDE CHAIN OF BRAND-NAME WOMEN'S COSMETICS

CUSTOMER CHALLENGES:

- Reduce resources consumed by the weekly and monthly reporting cycle
- Reduce stock levels at stores and warehouses without reducing service levels
- Increase analysis on store sales and productivity
- Determine Promotional Effectiveness to increase Marketing Expenditure ROI

SOLUTION RESULTS

Reducing the Budget and Forecast Reporting Cycle

"The solution's integration with the underlying application allowed all our Sales, Inventory and GL data to be brought into the reporting models daily, without intervention."

"The monthly fixed format reports were a breeze to integrate. For each store we had 7 key drivers that we needed to report on and compare to budget. A previous pivot-based tool would provide the table of data but you would then need to summarize and transpose the data into the fixed reports. With the new PARIS system, the integration to Excel is down to the cell level, which means we can pick up each of the seven store drivers directly from the solution. The report is refreshed simply by pressing the F9 key."



SOLUTION RESULTS (cont. of case 1)

Inventory Control

"The result is a simple and effective Store Replenishment model—represented in Excel but stored in the PARIS solution model."

"The PARIS solution is extremely flexible. Many of the rules were built but some business rules needed human intervention. For example, a new store, Store 14, had at least six weeks history, but what about the six weeks from last year, which was used to calculate a forecast? The model picked up the Store 14's last six numbers, then the Next Six from Stores 3, 7, and 9 because these stores were close approximates to Store 14."

Store Analysis Enablement

A Stores Analysis model was set up that tracked sales by Hour, Day, Week, Month, Year, Store, Product Range and Sales Person. Weekly Payroll data by Sales Person is brought into the Store Hours PARIS solution. Trading patterns for each store were easily reviewed and store scheduling was dramatically enhanced.

Data was previously accumulated by several people in Excel spreadsheets to report on key productivity drivers such as "Dollar Sales per Hour."

"We are now able to track significant drivers such as Dollar Sales to Dollar Labor. We may not have been able to alter the total hours, but we could affect the mix of staff types. The solution gives us the ability to review this and many other drivers. We think we can save over \$100,000 over the next 12 months with this."

Store Promotions, ROI and Sales Forecasting

In-store promotions are conducted by each store throughout the course of the year. A single product category is promoted over a period of three to six weeks. Tracking the effectiveness and thus using that knowledge for forecasting was very difficult. Each promotion often spans more than one accounting period and had a totally different time period from the previous year's promotion. Seasonal adjustments also clouded the picture.

Provide
ANSWERS

"Sales based on Product Category across the page and Week down the page smoothed out seasonalities and immediately showed the large spikes in promotions. The uplift factor is now used in the Sales Forecasting process."



Case 2:

RETAIL PAINT STORE, MULTIPLE LOCATIONS

The customer could not get the type of information they needed in the format they required and at the detail level necessary without doing a lot of heavy manual manipulation of various reports. Their IT department was overtaxed in delivering these manual reports, and users inevitably fell back on exporting and typing numbers into variously and massively linked spreadsheets.

A solution needed to provide consistency across all sales reports while making repetitive information instantly accessible—without having to run more than one report.


The PARIS solution provided various dynamic historical comparative reports supplemented by daily analysis reports, enabling the firm to measure the exact performance of various promotional drives. This resulted in a real-time method of updating reports from the underlying transactional data set, in this case the general ledger of a widely distributed ERP system.

“

The PARIS solution has enabled early identification of qualitative performance at product, customer and sales rep level, which assists us in making better informed decisions in our marketing strategies.

”





"The PARIS solutions provides our company with up-to-date actionable business data, thus enabling immediate response to business needs and supporting our continuous growth."

Case 3:

NATIONWIDE CAR DEALERSHIP [FRANCHISE]

The PARIS solution delivers real-time access from several data warehouses, dramatically shortening monthly reporting and budget planning cycles, as well as providing dynamic cost-accounting data related to selling new cars and service agreements.

The company encompasses a group of subsidiaries, with businesses spanning from conducting trade-ins, to purchasing vehicle insurance through and providing credit for the purchase of vehicles, as well as leasing deals.

The PARIS solution is structured to address the company's information needs as follows:

- Manage all budget logic for all companies so that the customer now has the ability to create budgetary models reflecting the business dimensions of any organization within the company.
- Provide management with time-sensitive reports, eliminating time spent compiling data and allowing senior management to make better decisions faster.
- Deliver both financial data (quantities and amounts, P&L reports) and economic data (analyzing cost centers, etc.).
- Enable unique simulation engines that provide dynamic cost-accounting data related to the sales of new cars and service agreements.
- Support a unique cost center/company overview and a holistic overview of the entire firm.



Case 4:

NATIONWIDE RETAILER OF BRAND-NAME WOMEN'S FASHION

OBJECTIVES

- Significantly shorten reporting timeline (taking a full day), which were being managed in an over-taxed Excel-only system that could not easily be changed.
- Obtain accurate data, enable flexibility in accessing data at the right level.
- Reduce spending (>\$200K) on outside IT resources, mainly to produce new reports and data extracts.
- Integrate data from payroll, required to monitor true Store performance.
- Integrate stock data—which was prone to error—for example, to determine best and worse sellers, etc.





Cont. of Case 4:

INITIAL BENEFITS

- Deadline for full complement of reports shortened to less than one hour (from >7 hrs); the Excel problem disappeared.
- Fully accurate, reliable data.
- Reduction of > 90% of paymentT to outside IT resources.
- Entire reporting package redesigned and improved with all figures required for retail reporting available, including:
 - Like for Like comparisons,
 - Stock Sell-Throughs
 - Ability to report all figures in retail process (including Stock) and use multiple price-levels to cater for markdowns.
- All figures fully integrated, including payroll (from a completely different system), allowing for accurate comparisons between stores and period, which led to
- Implementation of a new bonus structure based on performance.

ADDITIONAL BENEFITS

- In addition to all Sales and Stock data, the general ledger was also moved to PARIS solutions reporting. This then catered to reporting and budgeting at store level as well as revised forecasting.
- Multiple other areas included, including vendor performance
- Flowing from the integration and the new budgeting method, the client was able to implement a Wages Control System which allowed them to allocate work hours based on expected sales from the budget/forecast. This resulted in an annual savings of over several \$100K in wage costs alone.

