



Business Intelligence Case Study



“Clarity Integration has considerable experience, skills and credibility in the whole area of Business Intelligence”

Background:

Express Gifts Ltd is a significant and well-established company in the Home Shopping and Finance market with turnover of approximately £200m pa. Based in the North-West of England, and part of the Findel Group, they have outperformed the market for several years.

Express Gifts, the largest company in the Findel Home Shopping division, provides a personal shopping service to around 1.5 million customers each year. Shoppers may choose to pay for their purchase within 28 days, or take advantage of a monthly credit programme. The range of products is diverse covering leisurewear, electrical, household, textile, bedding, furniture, nursery products, gifts and greeting cards. Many of these can be personalised in the division's in-house facilities which are unmatched in UK retail. All large products are handled at a 500,000 sq ft distribution centre in Manchester, whilst an automated collation warehouse at Accrington is capable of handling over half a million items per day.

The Business Challenge:

EGL want to build on this success by understanding and optimising stock levels and to link this in with a drive to sell more stock through their expanding High Street shops channel (which trade under the Studio brand).

Bill Batcock, Commercial Director explained:

“We wanted to be able to manage our shop merchandising exactly as the core home shopping business is merchandised (i.e. stock toys leading up to Christmas etc.).

We need to view all available stock and be able to ring-fence shop supplies without damaging core sales. This approach was required to promote high street growth in excess of 10% pa, increase profitability and free the core business of slow moving or long stock to enable buying of new options”

The Solution:

Using this delivery approach, Clarity Integration created a small number of flexible reports that allow the end-users to 'slice and dice' the data whilst maintaining adequate technical controls.

The solution was implemented using Business Objects for analysis and reporting, and a UDB database running on an IBM P-Series platform. A flexible “Decision Support Architecture” was designed with Acquisition, Consolidation and Presentation layers. Acquisition included Extract, Transform and Load (ETL) to take data feeds from mainframe DB2 and Vax envi-

ronments. The design also took into consideration other feeds that may be necessary as the solution is extended.

Why Clarity Integration?

Bill Batcock explained:

“Clarity Integration has considerable experience, skills and credibility in the whole area of Business Intelligence. They convinced me that they could apply this experience together with a high degree of pragmatism to give us the kind of Business Intelligence we needed to drive the high street channel forward.

Their Consultants were all extremely professional and worked closely with IT to design and implement systems that would fit our current systems architecture.

The systems they developed were extremely easy to use and have given us the insight that we desired.”

Clarity Integration:

Clarity Integration is an Information Management Consultancy and Systems Integrator that helps organisations increase the value they are getting from their existing data and by utilising our experience and capabilities in Data Migration Business Intelligence and Information Delivery.

Clarity Integration can be contacted at:

9 Copperhouse Court,
Caldecotte, Milton Keynes, MK7 8NL

Tel: 08700-666-136

www.clarity-integration.com