TRUBI PROVIDE BUSINESS INSIGHTS FOR A LEADING HYPER MART GIANT

DATAMATICS

TruBI

ABOUT CLIENT:
The client is a leading hypermarket giant committed to setting benchmarks in retailing in India that provides an excellent shopping experience for customers. The client combines the knowledge of the Indian consumer and a changing Indian market scenario in locating, designing, planning and managing retail environments.

INDUSTRY:
Retail

HEADQUARTERS:
India

BUSINESS NEED:
To drive analytics from spend management

BUSINESS
CHALLENGES

01 | **Lack of a single source of truth:**
To build a common data repository for timely and effective decision making

02 | **Manual MIS processes:**
To automate MIS processes and improve organizational productivity

03 | **Absence of a singular system:**
To develop a common system in order to measure cross KPIs on data from multiple systems and data points towards short and effective decision making cycles

04 | **Lengthy turnaround (TAT):**
To reduce the time for data collation and integration towards real-time data analysis

05 | **Negative cash flow impact:**
To use standard templates and DIY framework to measure crucial customer data points and their related KPIs on time, identify exceptions, and forthcoming collection milestones

DATAMATICS
SOLUTION

Datamatics helped the clients deploy its proprietary BI solution, TruBI, along with SAP, Excel data, and other legacy sources using smart API framework thereby completely eliminating manual intervention and data quality issues. The solution comprised

Ready-made reports and dashboards:
To inculcate a culture of flexible, data analysis ready reports and dashboards available online as well as offline

End-to-End automation:
To create a common platform for report and dashboard generation, KPI measurement, and aggregated business logic

Hybrid BI architecture:
To achieve in-memory analytics to handle larger files for running reports and dashboards

Visual dashboards:
To create graphically intuitive and easy to comprehend visually stunning graphical analytics

Multiple analytics:
To develop and deploy mall specific data models

BUSINESS
IMPACT

Set up an automated BI system such that it facilitated data from cloud, SAP, legacy systems and Excel sheets allowing to plan for innovative programs for increasing traffic with a higher chance of improving volumes and sales

Significantly reduced data integration and **provisioning time** by almost 10-15 man days

Institutionalized centralized BI tools so that users spend more time on data analysis rather than data collation

Saved almost 10-15 man days over manually mashing multiple data points

ABOUT **DATAMATICS**

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit www.datamatics.com

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