

# Automated data integration for real-time reporting and performance dashboards



## Industry

Retail

## Overview

Emerging as one of the most vibrant and blooming industries owing to the entry of several new players, the Indian retail industry accounts for over 10 per cent of its GDP. A number of technology developments in the past several years have dramatically transformed the retail landscape and propelled them to streamline their strategic processes including data analysis and MIS reporting.

## Leading lifestyle products retailer adopts BI solution to address MIS reporting needs



### Client

Client is the holding company for several leading foreign retail brands in India. Within a span of 5 years, client has opened over 350 points of sales across 32 Indian cities. An ever expanding geographical and retail presence and an in-depth understanding of the retail environment, positions the client as the preferred partner for international brands looking to foray into India.

### Business needs

Client was looking for a solution that would offer in-depth insight so decision makers at every levels of the organization could be empowered to take proactive action.

- An analytical platform with rapid development, real-time reporting and analysis features
- Business intelligence solution that is able to easily connect with existing Tally, Shopper & Btrieve data warehouse
- Enablement of swift information sharing among operation staff to better monitor inventory & sales in their appropriate contexts

### Challenges

- Reports like trend analysis and trade analysis using the old as well as the new data was not possible
- Accessing old and scattered data in different tables of Btrieve was a challenge
- Difficulty in consolidation of data due to diverse and conflicting data types
- Standard reports of Retail Pro & Shopper 9 were not comprehensive enough for periodic comparison and lacked analytical capabilities

### Datamatics' Solution

Datamatics deployed their nSights solution for processing and analyzing the vast amount of data generated at the client side

- Datamatics, nSights BI was connected to data warehouse built from old Btrieve, new Shopper and Tally.ERP 9 data
- nSights BI enabled the client to modernize their reporting analysis requirements for top management as well as operational users
- Enterprise wide collaboration was facilitated for efficient sharing and storing of important information

# Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC<sup>2</sup>
- More than 7,500 employees globally
- Certified for SEI CMMI Level 3 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

## Contact

Knowledge Center, Plot No.58  
Street No.17, MIDC, Andheri (East)  
Mumbai 400 093  
Tel +91 22 6102 0000-09  
Fax +91 22 2834 3669

business@datamatics.com  
www.datamatics.com

## Approach

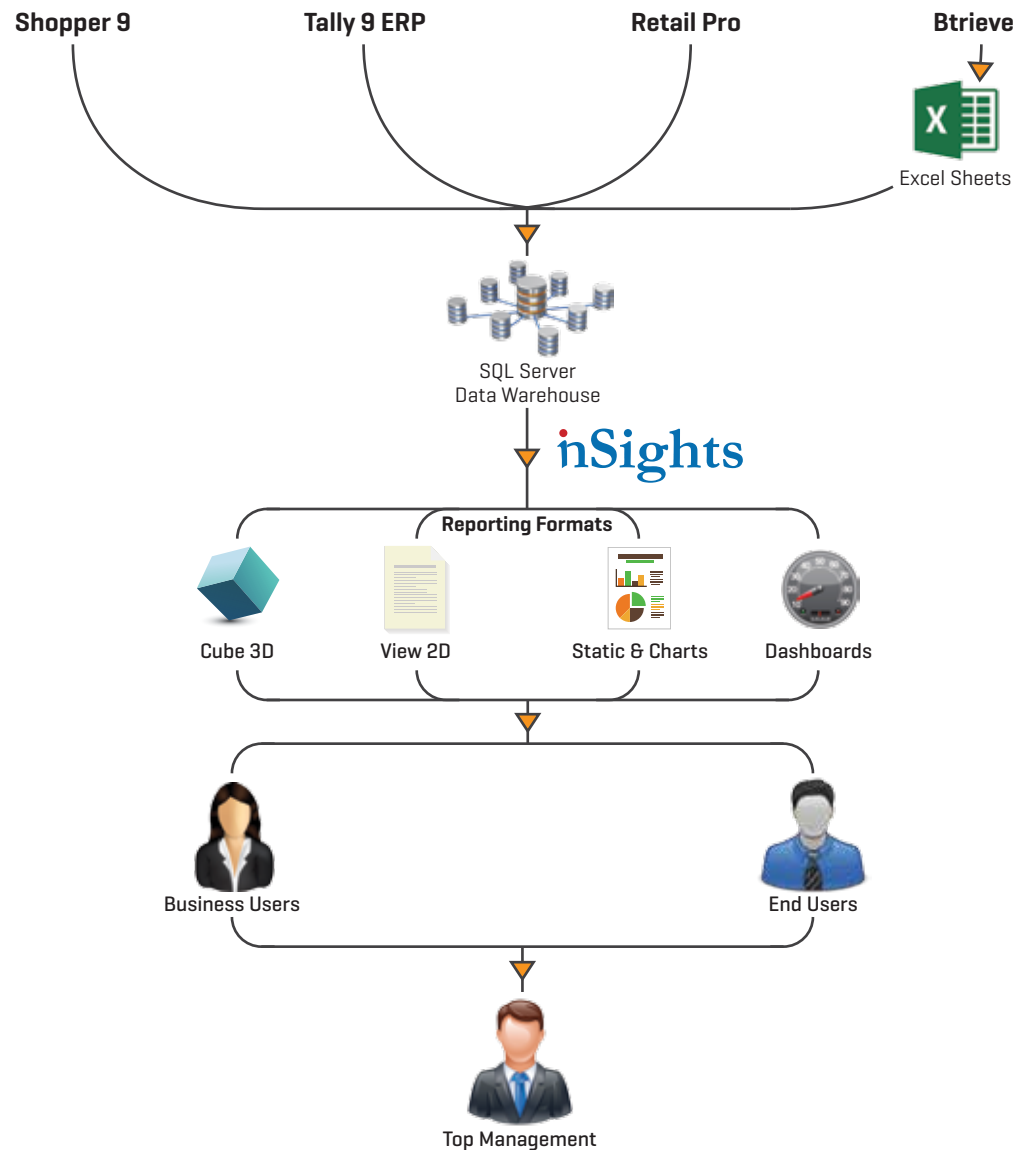
- A data warehouse for R-Pro and Shopper data since no direct connectivity was available for Btrieve
- Periodic processes were run to export data from btrieve to data warehouse. The old & new data were mapped according to company, brand, type, category, gender, style, season, bar code, etc. by employing SQL queries
- Functional areas were then targeted for the BI implementation for across the brands that the client has partnerships with

- Comprehensive training was provided for early user adoption

## Benefits

- nSights facilitated the client to generate a single view of their critical business data
- client can now create datasets, dashboards, and reports that provide users with a tailored view of their important business metrics
- Users were empowered to make swift, confident decisions and collaborate with key people in the organization to ensure usage of the right set of business data

## Process



## Result

Reports produced from nSights are now delivered directly to the company's executives which has unlimited dimensions and measures for comprehensive and in depth data analysis.