SAP BusinessObjects™

LA VIE EN ROSE
COORDINATED ANALYTICS AND REPORTING IMPROVE DECISION MAKING

QUICK FACTS

Industry
Retail – fashion retailers and department stores

Employees
1,800

Headquarters
Montreal, Canada

Web Site
www.lavieenrose.com

SAP® Solutions and Services
SAP BusinessObjects™ Edge Business Intelligence (BI) and Xcelsius® software

Implementation Partner
agileDSS

La Vie en Rose, a leading Canadian retailer of lingerie and swimwear, installed SAP® software to support a centralized data warehouse. The firm now has the analytics and reporting functions it needs to standardize performance calculations, enhance merchandising and replenishment strategies, and optimize potential growth. The new platform has also increased operational efficiency and freed IT staff to focus on tasks with higher business value.

Key Challenges
- Provide timely, accurate analysis of data to support well-informed business decisions
- Enhance sales promotion decision making
- Improve processes for planning, buying, merchandising, and replenishment
- Enhance employee and store productivity
- Integrate multiple data sources
- Eliminate time and effort spent in manually compiling department spreadsheets

Why SAP Was Selected
- Flexible analytics for real-time decision making
- User-friendly reporting tools requiring minimal training
- Self-service functionality for super users
- Integration with existing data sources

Implementation Best Practices
- Held round tables with business users to identify high-value projects with quick wins
- Used local partner with strong experience
- Deployed agileDSS methodology for quick results and agileWORKFLOW to build robust system environment with low risk of failure
- Modified existing enterprise resource planning systems before implementing new SAP® software

Low Total Cost of Ownership
- Delivered project within budget and with a quick return on investment
- Improved manager efficiency by eliminating manual reporting forms and spreadsheets
- Freed IT staff to pursue tasks with greater business value

Financial and Strategic Benefits
- Created a centralized source for timely, accurate data
- Replaced manual sales performance reporting with automated weekly reports
- Standardized calculations of performance for greater accuracy and reliability
- Improved accuracy in measuring effectiveness of marketing and promotional campaigns
- Enabled identification of top and bottom performances by employees and stores
- Increased responsiveness to changing business conditions

Operational Benefits
- Eliminated 200 manual forms and 150 staff-days per month
- Reduced manual effort by 95% and eliminated 20 hours per week of merchandising reporting
- Optimized staffing for changing traffic and buying patterns to raise sales per square foot
- Forecasting to raise conversion rate by 1%, thereby increasing sales by 10%
- Enhanced visibility of inventory levels to enhance replenishment and reduce stock-outs

laVie en Rose

"How do we increase sales? With our new SAP solution platform, I can tell you what's worked in the past as well as what is working now. Intelligent analytics help us focus on our greatest opportunities for growth. It's like having information in 3-D."

Madeleine Doucet, Vice President of Business Technology, La Vie en Rose

www.sap.com/contactsap

A leading Canadian retailer of specialty lingerie and swimwear, La Vie en Rose operates 150 stores nationwide and 60 stores overseas. To optimize recent growth, the company created a central data warehouse and deployed a business intelligence platform using SAP® BusinessObjects™ Edge Business Intelligence (BI) and Xcelsius® software. By using automated and self-service reporting processes for planning, buying, merchandising, and replenishment, La Vie en Rose now has a unified source of accurate information to strengthen decision making in those areas.

Centralizing Data for Better Decision Making

In the past, because they relied on multiple sources of data for business planning, individual departments had to manually create spreadsheets to compile the reports they needed each week.

"It took five or six people 20 hours each to create three or four merchandising spreadsheets," says Madeleine Doucet, vice president of business technology at La Vie en Rose. "This reduced productivity, led to multiple versions of the truth, impeded decision making, and increased risk."

Working with agileDSS – a local business intelligence expert – La Vie en Rose chose SAP software as the analytic platform for a centralized data warehouse that combines operational data about store traffic and sales with HR data. The combined data delivers insight for warehouse and resource management as well as in-store traffic analysis.

"We liked the software's flexible analytics, user-friendly interface, and self-service functionality for our super users," says Doucet.

agileDSS's expertise helped La Vie en Rose implement and enable the new business intelligence platform. By using agileWORKFLOW, a specialized IT process automation tool, La Vie en Rose was able to deploy a more robust production environment with a minimized risk of failure and quicker time to value.

Quick Wins with Tangible Value

La Vie en Rose involved top business managers to identify quick-win projects for a rapid return on its investment. Today the new platform provides a dashboard of centralized information for operations managers, merchandising managers, buyers, and traffic analysts. Data is also available for individual stores.

"We can do a complete analysis of sales, inventory, and returns for specific clothing collections and styles within collections," Doucet says. "We can trace returns back to the original place of purchase and ship new fashion lines to the right stores. We can cross-analyze data related to employee time sheets, customer traffic, and cost per transaction to create marketing campaigns that grow in-store traffic and put the right number of employees in place to service that traffic."

The new platform also makes it easier to identify top-performing employees and stores. A new operations team has been created to notify managers when stores do not meet specified turnover rates and to determine together the necessary optimizing strategies. Payroll analysis that once took a month or more is now completed in one week. La Vie en Rose also has the information it needs to enhance its promotion and replenishment strategies.

A Value Management Approach

A joint business and IT steering committee meets regularly to ensure IT projects are aligned for optimum performance. A formal business intelligence competency center helps with knowledge transfer to key business users.

Going forward, the company hopes to give all stores real-time access to data, make data available on mobile technology, and deploy analytical capabilities for a new e-commerce initiative. Says Doucet, "We expect to find many additional ways to use advanced analytics in the software for sales and margin growth."

About agileDSS
agileDSS combines industry best practices, professional services, and best-of-breed software to reduce the cost of deploying data warehousing and business intelligence and help companies get the most from their investment

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