SAP BusinessObjects™

SAP Customer Success Profile
Retail – Clothing

BLUEFLY
GAINING GREATER VISIBILITY WITH FAST, FLEXIBLE REPORTS FROM SAP® BusinessObjects™ SOLUTIONS

Bluefly Inc. is a leading online retailer of designer brands, offering the latest fashions at superior value. SAP® BusinessObjects™ solutions give the company flexible, integrated reporting functionality that spans marketing, merchandising, and finance, delivering trusted information and enabling greater insight.

"SAP BusinessObjects solutions are the right fit for Bluefly, providing our marketers and merchandisers with the critical information they need to grow the business."

Marty Keane, Senior VP, E-Commerce, Bluefly Inc.

QUICK FACTS

Company
- Name: Bluefly Inc.
- Location: New York City
- Industry: Retail – clothing
- Products and services: Designer fashion
- Revenue: US$81 million (2009)
- Employees: 85
- Web site: www.bluefly.com
- Implementation partner: RITNOA Inc.

Challenges and Opportunities
- Replace homegrown reporting tool that was extremely high maintenance and lacked flexibility
- Improve visibility across the business

Objectives
- Implement integrated reporting solution that will meet the needs of marketing, merchandising, finance, and online retail functions
- Provide insight into customer behavior and value, marketing performance, and inventory, as well as key performance indicators
- Distribute reports quickly and in the preferred formats

SAP® Solutions and Services
- SAP® BusinessObjects™ Business Intelligence platform (formerly known as SAP BusinessObjects Enterprise software)
- SAP BusinessObjects Web Intelligence® software
- SAP BusinessObjects Desktop Intelligence™ software

Implementation Highlights
Included 35 business users

Why SAP
One of the few software portfolios at the time that catered to small and midsize businesses

Benefits
- Enabled a single version of the truth
- Allowed Bluefly to determine the value of customers based on purchase history and manage customer relationships accordingly
- Let marketing determine the performance level of the marketing channels to identify the best- and worst-performing partners and affiliates
- Helped buyers manage inventory more effectively
- Raised visibility into coupon code performance to help shape future promotions
- Allowed reports to be distributed in any format users like and in a timely manner

Existing Environment
Homegrown reporting tool

Third-Party Integration
Database: Oracle

BLUEFLY

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