Picture Credit | Booths, Preston, United Kingdom. Used with permission.

Booths: Gaining Deep Insight into Business Performance with SAP® BusinessObjects™ Web Intelligence®

Founded in 1847 as a single shop, family-run grocer Booths, headquartered in Preston, United Kingdom, wanted 21st-century insight into its business. But **understanding product movement** meant sifting through sales that fluctuated from week to week, influenced by consumer behavior, store openings, cost increases, and changeable commodity prices. SAP® BusinessObjects™ Web Intelligence® software provided the insight with cutting-edge business intelligence software.

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A SAKSOFT COMPANY

BOOTHS

Using cutting-edge business intelligence

To eliminate information latency

Objectives
- Understand the business more accurately and in greater depth
- Measure impact of changing variables on trading
- Increase visibility into company operations

Why SAP
- Cutting-edge business intelligence provided by SAP® BusinessObjects™ Web Intelligence® software
- Tools to access, analyze, and make sense of transactional data
- Software that provides accurate and timely insight into retail operations

Why partner
- Specialists in SAP BusinessObjects solutions
- Strong focus on retail market

Benefits
- Trusted and informative view of operations
- Ability to tap into unprecedented levels of operational insight
- Detailed analysis reports of volume and value by product, cashier, store, time, date, and promotional mechanic

"SAP BusinessObjects Web Intelligence software is now an essential application for Booths. Without it, our ability to trade profitably and compete as we do now would be severely compromised."

Andrew Rafferty, IT and Supply Director, Booths

Company
Booths

Headquarters
Preston, United Kingdom

Industry
Retail – grocery stores

Products and Services
Groceries and locally sourced agricultural products

Employees
3,300

Web Site
www.booths.co.uk

Partner
Acuma Solutions
www.acuma.co.uk

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