

FINANCIAL SERVICE: GLOBAL BLUE



Global Blue

ARQUITECTURA:

DATABASE: SQL SERVER 2008

DATABASE SIZE: 2TB

NUMBER OF USERS: 350+

DEPLOYMENT TYPE: INTRANET, EMAIL

APPLICATIONS:

TAX FREE SHOPPING

CURRENCY CHOICE

“WE NEEDED A SOLUTION THAT WOULD BE EASY ENOUGH FOR STAFF TO RAPIDLY MASTER, WHILE HAVING THE CAPACITY TO SCALE UP AND ANALYSE LARGE DATASETS IN REAL-TIME. MICROSTRATEGY’S SOLUTION WAS A GREAT MATCH FOR OUR NEEDS.”

Serving savvy globeshoppers through business intelligence

In 2008, Global Blue, the world’s premier travel retail service provider, selected MicroStrategy Business Intelligence Platform™ to empower more than 300 of its worldwide marketing and sales employees with advanced reporting and analysis capabilities to make smarter decisions and provide better services to merchants, and through them, customers.

With over 30 years of history, Global Blue has been extensively collecting data on millions of retail transactions across the globe. It needed a centralized, interactive platform that would enable employees to view market data at a glance and easily distil data into aggregated reports that could be shared with merchants to help them understand how they were performing.

At the time, Global Blue’s employees operated in geographical silos, with each country team having its own method of collating and generating reports. The lack of consistent management

made it very difficult for senior management to compare results across regions fairly and accurately.

Following a comprehensive assessment of the best solutions available in the market, the business intelligence (BI) solution from MicroStrategy was chosen for its ease of deployment, easy scalability, intuitive dashboard interface and flexible reporting options.

“We needed a solution that would be simple enough for staff to rapidly master, while having the capacity to scale up and analyze large datasets in real-time,” said Ms Leei-Hong Chen, Vice President of Service Management Sales and Business Intelligence at Global Blue. *“MicroStrategy’s solution was a great match for our needs.”*

With MicroStrategy Business Intelligence Platform, Global Blue is now able to produce up to 250,000 insight reports a year.

Data is housed on the cloud, which affords the company not only greater security over its data, but also the performance capabilities needed to “crunch” data rapidly. A typical complex scheduled report today takes less than a minute to generate.

The capacity to create highly customized reports easily has enabled Global Blue to provide additional services to its customers. *“A luxury retailer may approach us for reports to help it understand the demographics of globeshoppers that visit them during a particular holiday season,”* said Chen. *“With this knowledge, the retailer could arrange to have more shop assistants who speak the language of those travelers to serve them better.”*

Mr Thomas Bundschuh, Vice President of Sales Operations at Global Blue, was effusive about the value of the solution to Global Blue’s sales team. *„The Business Intelligence Platform allows the management team, for the very first time, to quickly create and view sales dashboards based on the latest, most up-to-date information, consolidated across countries or sales regions. In the past, our view of the business was limited to a set of fixed, end-of-month reports which may contain outdated information.”*

According to Bundschuh, the solution has provided the company with an immeasurable increase in its agility to respond to changes in sales trends. *“With the ability to obtain sales insights on a real-time basis, we can use it to trigger specific business processes: for example, we may want to kick off a pre-planned sales initiatives earlier if certain sales benchmarks are not met within the stipulated period*

of time. The possibilities on what we can do with these insights are almost endless.”

“Strong customer engagement and service excellence is a core value at Global Blue. To enhance our services, we are now driving the next stage of evolution of our business intelligence capabilities,” said Chen. *“The transformation will leverage new mobile and geo-tagging features that will provide both employees and customers with sophisticated insights and greater business visibility.”*

Global Blue is the driving force behind seamless, hassle-free shop-and-save retail for international travelers. First established in 1980 as Sweden Tax Free Shopping, the organization expanded rapidly, making inroads in Asia – starting with Singapore in 1997. To reflect its international reach, the organization changed its name to Global Refund in 1998, a name which it was known for the next 12 years. In February 2010, the organization rebranded itself as Global Blue, reflecting its current multi-dimensional service offer.

Beyond Tax Free Shopping, for which Global Blue is well-known for, the organization’s broad range of services include: Intelligence; Advertising & Awareness; Direct Promotions; OneInterface (a payments integration system developed by Global Blue); Global Blue Academy; and Currency Choice (which provides travelers the option to pay in their home currency). Today, the organization has become one of the most recognized brands in the world, serving as a trusted companion for travelers when they shop and spend in foreign countries.

For more information on Global Blue, visit: global-blue.com