Coach is a leading New York design house of modern luxury accessories. Known best for their handbags, men's bags, and leather goods, Coach has expanded their product offerings of fine accessories and gifts for both men and women to include footwear, outerwear, watches, weekend and travel accessories, scarves, sunwear, fragrance, jewelry, and related accessories.
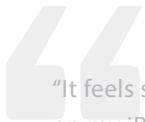
Company:

Coach

Applications:

In-store Event Analysis, Executive Dashboards, International Reporting

> "It feels seamless, whether I'm on my iPad, on my laptop, or receiving a report from a printer. It really is one solution at the end of the day."
>
> -Danielle Schmelkin
> VP of Business Intelligence and Customer Engagement

Outgrowing old solutions

Coach began using business intelligence solutions some twenty years ago after an investment in SAP. Reporting required both IT and business users to manually stitch together information. The level of detail available was limited, and the report creation process was time-consuming. "If I wanted to see my top 10 stores," said Danielle Schmelkin, VP of Business Intelligence and Customer Engagement, "I would have to bring back every store from the database and manually sort it." Without the flexibility of reporting and ability to increase user self-sufficiency, Coach decided that it was necessary to make a platform switch.

A seamless end-user experience

Coach has an organizational culture where individuals want to immediately answer any question when asked. This was not easily supported by carrying around large binders full of disparate information. However, making the mental leap to a new solution was not easy for everyone. "We had to give them a comfort level that any tool we chose would be able to answer those same questions," said Schmelkin. "We actually took real-world scenarios of reports that they created either themselves or that we created for them in either Essbase or Cognos and said, 'Hey MicroStrategy, go build these, as is… we want to prove it can look exactly like this.'" Not only was MicroStrategy able to fulfill their current reporting needs, but MicroStrategy also provided a level of flexibility and governance that was not available with other solutions. Ultimately, Coach was drawn to MicroStrategy because of how seamless it felt. When an executive wanted to understand what MicroStrategy could do for Coach, their Business Intelligence team could easily show him. "We were actually very quickly able to log onto our laptops, drag and drop some metrics, put in some filters, and within about five minutes we had his top products across a given region," explained Schmelkin, "and he said, 'That is exactly what I want.'"

Before MicroStrategy

- Time consuming, manual report creation
- Limitations in frequency and level of detail of available data
- Limited end-user self-sufficiency

Goals

- Automated, quick and timely report creation
- Visibility on-the-go and quick insight
- Less maintenance, easier enhancement capabilities, faster queries

After MicroStrategy

- Timely visibility into key business metrics and drivers
- Reusable report templates minimizing time to develop reports
- More time to analyze and make decisions
- Interactive mobile application providing visibility at executive level
- Visibility to the most granular levels of detail

More efficient, timely, and streamlines decision-making

Coach now uses MicroStrategy to make informed decisions across several departments. One particularly interesting use is in-store event recap analysis to optimize outlet store events done at various times of the year. For years, Coach has been piloting in-store events in its North American locations to understand which tactics would be the most effective. The events, which typically run during the weekends, required a team of three people two days to extract the necessary data, analyze the data, and provide insight to leadership. The process was so time-consuming that analysts could only run the report once.

With MicroStrategy's reusable report templates, Coach was able to accelerate and simplify this process. Now, on the Thursday before the pilot, users are able to go in and select the test group and control group locations and set a report to be delivered to leadership Monday morning that shows them how the pilot performed. Schmelkin cited a pilot run during the week after a prominent West Coast film festival as an example of the application's success: "We were running a pilot a week after the film festival, and the results [from the test locations] were skewed. We were then able to drill in and say, 'This one store is the problem,' and it was because last weekend was the film festival. This weekend, people weren't there and sales dropped because of the tourist attraction. They were able to get that answer by 10 a.m. on Monday… Before, we would have never been able to tell you that one store was skewing a pilot that was truly successful."

As automation has replaced a slow and inefficient manual process, users now have the opportunity to do a more in-depth analysis of the pilot data and make more informed decisions. This has ultimately enabled Coach to provide its customers with more targeted and relevant in-store events.

Realizing corporate-wide benefits

MicroStrategy has also helped Coach realize the benefits of quick time-to-insight and enhanced visibility with reusable report templates and an Executive Dashboard application available via mobile. Coach is also beginning to explore Visual Insight, MicroStrategy's visual data discovery tool, with their end-users. "We're hoping we are going to do more and more [with Visual Insight] because I think it's really less about, 'Here are all your numbers, this is what happened.' It's really about, 'How do I pick out trends more easily? How do I look for opportunities? How do I look at it in relation to the bigger picture?' And you can define that picture however you want."