Digital Transformation of Retail with MicroStrategy
The challenge
The retail environment has never been more competitive. Online and mobile shopping channels, with their lower overhead costs, exert constant pressure on retailers to deliver low prices while remaining profitable. These channels also give consumers the ability to instantly satisfy their shopping desires, eroding the allure of the in-store experience. At the same time, shoppers are better informed on prices, products, and promotions than ever before, heightening their expectations for customer service.

The solution
MicroStrategy is an integrated platform upon which retailers can deploy customized, data-driven applications that help them analyze, understand, and act upon massive amounts of customer, sales, inventory, and promotional data across their organization. Hundreds of leading retailers are transforming their businesses using analytics and mobility solutions to help increase revenue, streamline operations, boost employee productivity, and transform the customer shopping experience.

MICROSTRATEGY provides retailers with a platform to digitally transform their businesses.
MOBILE APPLICATION:
STORE OPERATIONS

The challenge
Only 19% of retailers report using up-to-date technology for real-time monitoring of store KPIs.*

The solution
MicroStrategy helps store managers quickly access real-time sales, inventory, and customer information so they can analyze buying trends, evaluate promotion success, and benchmark their store performance against peers. These apps give store managers a one-stop shop for all of their information needs and provide them with access to training, corporate communications, visual update documents, sales best practices, and more.

Data-driven ‘smart alerts’ ensure that store personnel are focused on addressing high-priority issues related to out-of-stock merchandise, labor management, or promotion execution. Transactional functionality enables app users to take action on the insight they have just received directly from the selling floor, saving valuable time and leading to increased revenue.

These comprehensive, user-friendly apps empower store managers to make better decisions, improve productivity, and increase their focus on serving customers, coaching associates, and driving sales.

Customer ROI stats:
- $4.5M in annual savings, Large home improvement retailer
- 17% time savings for store managers, Large global discount supermarket

Provide store management with seamless in-app access to their information and system needs, while also allowing them to take action from the sales floor.

*Source: RIS/Gartner 2016 Retail Technology Study
MOBILE APPLICATION:

CLIENTELING

The challenge
86% of customers would pay more for a better customer experience. Only 29% find sales associates knowledgeable and helpful.*

The solution
MicroStrategy Mobile apps arm sales associates with a complete catalog of information on customers, products, and promotions to ensure consistent and informed customer service. Our platform integrates with all CRM, product, and promotional systems, enabling retail associates to provide an omni-channel, personalized shopping experience to their customers. These clienteling apps guide store associates in the sales process, allow them to view loyalty program and purchase information, provide them with product recommendations, and can even incorporate training videos and documents. If an item or size is unavailable in their store, an associate can purchase it for the customer from a nearby store or online. Additionally, these apps enable store personnel to submit item feedback from customers so that assortments and personalized product recommendations can be refined in the future. These powerful clienteling apps empower retailers to transform the shopping experience in their stores, leading to improved customer loyalty, more omni-channel customers, increased customer conversion rates, and a stronger competitive advantage.

Customer ROI stats:
- 38% increase in product sales, Fortune 500 automotive retailer
- 56% increase in transaction size, Upscale fashion retailer

Arm store sales associates with a catalogue of information on customers, products, and promotions so they can provide a superior, personalized customer shopping experience.

*Source: The Annual Customer Experience Impact (CEI) Report, Forrester Real-Time Data Drives The Future of Retail Study

Customer purchase history
Current promotion information
Loyalty program rewards data and alerts for points about to expire

Alerts for customer appointments, customers in-store, and flash sales
View and update customer contact information
MOBILE APPLICATION:
STORE INSPECTION

The challenge
Store inspectors invest too much time on pre-inspection spreadsheet preparation. Their auditing process is inefficient because they have to wait until the end of the day to input the results into their PCs. Store managers often don’t receive inspection results for several weeks.

The solution
MicroStrategy Mobile store inspection apps eliminate paperwork and long preparation times, and ensure auditors are always working with live data. These solutions incorporate transactional input forms that empower inspectors to submit data directly from their app while on-site. They can immediately review inspection results with store managers and spend more time coaching store teams. These apps also provide auditors with the ability to view audit history and analysis for stores in their territory and chain-wide. Location awareness helps inspectors determine which stores to visit next based on current location. By streamlining the store inspection process, retailers can increase audit efficiency, facilitate better internal communication, and improve productivity and profitability.

Customer ROI stats:
• 60% increase in productivity of store auditors,

Large fast casual restaurant

Streamline the store inspection and audit process by enabling mobile, on-site data entry and fast information sharing.
MOBILE APPLICATION:
SALES PRODUCTIVITY

The challenge
Thanks to high staff turnover rates, retailers often find it difficult to ensure associates are well trained for required tasks and customer interactions.

The solution
Retailers can leverage MicroStrategy Mobile to quickly deploy sales productivity apps to their store-based employees. These apps empower store associates with everything they need to drive more sales and boost productivity. Each sales associate has easy access to training materials related to sales tips, merchandising best practices, featured brands, or individual products. Store personnel can also use these apps to view their individual or store performance data as well as compare performance against their peers. These apps can even incorporate competitions and incentives for top-performing associates to further increase performance levels and promote user adoption. By leveraging compelling sales productivity apps, retailers can ensure that their store personnel is consistently well-informed and trained so they can better interact with customers to drive revenue.

Boost sales productivity by giving associates instant access to training materials, product information, sales performance data, and more.

Incorporate gamification to help boost sales performance
Provide visibility into peer performance and highlight top ranked sales associates
Provide store associates with real-time visibility into their sales goal performance

Additional information:
- Training materials
- Product details
- Sales tips
MOBILE APPLICATION:
DISTRIBUTION CENTER OPERATIONS

The challenge
DC supervisors are tasked with managing warehouse operations as well as the productivity, safety, and career development of their workers. However, they are often required to go to a back office to access reporting and to input data related to safety, operations, and employee interactions. This process is not efficient and leaves the warehouse floor unattended.

The solution
MicroStrategy Mobile apps allow DC supervisors to be on the warehouse floor instead of in a back office. These solutions arm them with all of the operations information they need to efficiently run their distribution centers and provide them with the ability to scan barcodes for item details, initiate backstock pulls, and agilely adjust shipping and receiving process workflows. These apps allow DC Supervisors to instantly capture images of safety violations and upload them to the appropriate system. Furthermore, these apps provide them with the ability to log conversations with their workers revolving around attendance, training, safety, and quality of work. Comments can be input directly into the app, and employees can acknowledge that the conversations took place via the signature capture, increasing their accountability.

MicroStrategy distribution center operation apps lead to higher supervisor productivity, increased adherence to policies and procedures, streamlined operations, and improved employee engagement through side-by-side supervision.

Provide distribution center supervisors with the business insight and capabilities to streamline warehouse operations and better engage with their employees.
The challenge

46% of North American retailers still use static spreadsheets to manage their supply chains.*

The solution

To maintain healthy profit margins and respond to consumer expectations for lightning-fast delivery times, retailers must continually seek opportunities to remove delays and inefficiency from their supply chains. MicroStrategy gives retailers instant visibility into the end-to-end health and status of their supply chains, providing the critical KPIs and threshold-based alerts necessary for fast decision-making. Applications and reports focused on distribution center activities enable retailers to better manage the workflow between receiving and shipping processes as well as operating costs. These solutions also provide retailers with visibility into KPIs related to shipping costs, units shipped, percent of truck capacity used, and driver performance. By providing detailed insights into supplier invoice accuracy, on-time deliveries, and order fulfillment rates, these applications enable retailers to partner with their suppliers to improve their performance as well. Threshold-based alerts for items held in customs too long or for out-of-stock merchandise that needs to be expedited to stores further improve supply chain efficiency. With this real-time insight, retailers can take informed, targeted steps to reduce transportation costs, optimize inventory levels, streamline distribution center processes, and improve supplier performance and negotiations.

*Source: 2014 Boston Retail Partners Supply Chain Study

Additional information:
- Transportation performance
- Supplier analysis
- Alerts for shipments that need to be expedited
ANALYTICS APPLICATION:
VENDOR PORTAL

The challenge
Retail vendors often lack access to real-time business intelligence. This leads to communication frustrations, as merchants often have access to more current data than vendors. Additionally, merchants have limited time available to review vendor performance information at the level of detail needed to drive better results.

The solution
MicroStrategy provides relevant and timely data to both merchants and vendors, fostering collaboration that helps drive efficiency in cost containment and improve sales performance. Vendors and merchants both have a secure, common view of current data related to product and category sales performance, inventory, profitability, supply chain, and promotions. Retailers control the data that individual vendors can view, and vendors are able to drive better business results for their products and categories. These solutions also help vendors benchmark their performance against peers at an anonymous level, view product forecasts, and better understand how they can use promotional funds effectively. Also, merchants are able to communicate more effectively with vendors throughout the season which helps facilitate better negotiations.

By utilizing a platform that provides timely, valuable business insights to vendors, retailers can drive supply chain efficiency and improve sales performance.

Analyze vendor performance and drive sales and supply chain improvements.

Benchmark vendor performance against peers at an anonymous level to encourage improvement.

Provide visibility to vendor supply chain performance metrics related to shipment timeliness and order fill rates and lead times.

Provide vendors with access to up-to-date sales and inventory performance information and forecasts.
The challenge
Retailers lose $1.1 trillion annually in global overstock and out-of-stock costs.*

The solution
Retailers are under constant pressure to balance their inventory levels with in-stock positions while maintaining product assortments that are relevant and fresh. MicroStrategy merchandising solutions help retailers optimize how they stock, place, and price products. Our powerful analytics provide merchandising departments with the insight they need to better tier product assortments and inventory levels based on geographical needs and store sales volume. Exception-based reporting, which highlights outliers such as best and worst-selling products, gives buyers early visibility into issues so they can immediately modify future product orders, adjust pricing plans, and negotiate vendor returns. Comprehensive, visually appealing dashboards make it easy for buyers to understand how various promotions, brands, and business categories are performing. This allows them to make the necessary strategy adjustments and better plan for the future. By embracing analytics, retail merchandising departments are able to make quicker, more informed decisions leading to better category management and in-stock rates, improved profitability, and increased customer satisfaction.

Proactively adjust product assortments, inventory levels, and pricing strategies to help increase profitability.

*Source: IHL Group We Lost Australia! Retail’s $1.1 Trillion Inventory Distortion Problem
ANALYTICS APPLICATION: 
PROMOTIONAL ANALYSIS AND PLANNING

Identify the most profitable product categories purchased with individual items

Visually highlight market basket trends

Helps predict customer propensity to purchase by analyzing data from weblogs, transactions, and promotions

Optimize promotions and agilely adjust marketing campaigns to increase effectiveness.

The challenge
Retailers are unable to accurately predict item affinity due to their inability to draw valuable customer insight from website logs, purchase history, promotional interactions, and consumer product feedback.

The solution
For most retailers, market basket affinity is a well-known tool for cross-promotions and marketing. MicroStrategy provides the means to analyze customer patterns from weblogs, purchase history, and promotions to identify and predict item affinity. This valuable insight enables them to better manage their promotions and other activities such as planogram and price planning.

Whether it is weblogs that track user browsing patterns, or transaction and loyalty history from a relational database, MicroStrategy can access data across multiple sources and holistically analyze this information. Retail weblogs stored in Hadoop clusters can be seamlessly blended with other data such as purchase history, promotional information, and even customer product feedback received in stores. Retailers are able to then identify affinity items and related subcategories for a specific customer. The propensity to purchase items can be easily identified via dashboards or ad-hoc data discovery. With this sequential affinity analysis, retailers can send specific and timely email marketing or live online recommendations with bundled promotions that will drive traffic and increase revenue. Additionally, retailers can take advantage of real-time analytics to optimize promotions and adjust campaigns on the fly to increase effectiveness.
ANALYTICS APPLICATION:
CUSTOMER INSIGHT ANALYSIS

The challenge
Retailers struggle to obtain a 360-degree view of their customers and fail to truly understand their customers’ unique profiles.

The solution
For today’s retailer, a strong understanding of their customer base can be the difference between success and failure. MicroStrategy makes it quick and easy to make sense of customer data from various touchpoints for real-time decisions that have a direct impact on profit margins. With this data, retailers can create more targeted promotions, tailor store assortments to specific clientele, and create a superior, personalized shopping experience for customers at all stages of the buying cycle. MicroStrategy enables retailers to create reports, dashboards, and applications that track in-house promotions, display market basket analysis, and encourage competition between vendors for limited shelf space.

Analysts are able to peer into customer profiles based on factors such as gender, age, and purchase history to appropriately group customers for marketing programs. Data discovery enables retail analysts to drag and drop attributes as they analyze shopping patterns to accurately create and assign customer segments or develop loyalty programs for targeted campaigns. With MicroStrategy’s R and advanced analytics capabilities, retailers can distinguish groups of customers from one another to offer personalized product recommendations or discounts to strengthen customer retention and increase loyalty.

MicroStrategy applications empower retailers to visualize ever-changing customer trends and demands, and then adapt to those changes in various functions of their organization such as marketing, real estate, and merchandise assortment planning. With MicroStrategy, retailers are able to become predictive and prescriptive in nature, empowering them to become even more closely in tune with customer needs.

Better serve and engage with customers, build brand loyalty, and drive revenue growth.
Leverage exception-based reporting and predictive analytics to monitor, detect, and take action against inventory loss from fraud, employee error, or theft.
ANALYTICS APPLICATION:
FINANCIAL ANALYSIS

The challenge
Retail organizations often struggle to maintain various line-of-business reporting tools and are in need of an enterprise-grade analytics solution that can satisfy the needs of every user in the organization. Retailers need to ensure that their financial reporting analytics tool is secure, consistent (single version of the truth), and can handle large, complex data sets.

The solution
Financial analysis and accountability is imperative to every retailer. MicroStrategy enterprise-grade financial analysis solutions ensure that everyone from executives to analysts are empowered with the insight they need to more efficiently manage their daily business, make better strategic decisions, and effectively collaborate with their colleagues. These applications easily integrate data from a wide range of sources and allow users to seamlessly access critical analytics and financial information about merchandise, customers, operations, and more. MicroStrategy’s powerful data visualization capabilities improve retailers’ ability to identify and take advantage of business opportunities. Application users have access to a secure, personalized view of the financial information that is most relevant to their role in the organization.

Streamline reporting processes and analyze performance data to help improve the profitability of merchandise, customers, and operations.

Seamlessly access critical analytics and financial information about merchandise, customers, operations, and more.

Leverage exception-based reporting to provide easy visibility into issues and opportunities.

View real-time financial KPIs for various business categories and operational functions.
SECURITY APPLICATION:

SECURE ACCESS WITH ENTERPRISE DIGITAL BADGES

The challenge
The retail environment has never been more competitive. Online and mobile shopping channels, with their lower overhead costs, exert constant pressure on retailers to deliver low prices while remaining profitable. Also, the lack of visibility into actionable intelligence hinders retailers’ ability to be competitive, maximize productivity, and to fully optimize physical and digital assets.

The solution
Usher’s digital badges enable authorized retail personnel and supply chain partners to securely and seamlessly access offices, stores, warehouses, and critical information systems by leveraging users’ personal smartphones. With Usher, retailers can implement strong, multi-factor authentication with features that include push notification, biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. Usher provides visibility into user behavior and actionable intelligence across multiple enterprise systems, letting retail organizations optimize asset utilization, improve productivity, and digitally transform their business performance. Usher is compatible with existing retail systems and easily integrates with existing mobile applications using APIs.

Secure access to information systems and facilities with digital identity badges.

Functionality provided:
- Connect to workstations/enterprise applications
- Access MicroStrategy Desktop
- Access facilities/garage
- Remote access to VPN

Functionality provided:
- Unlock workstations/enterprise applications
- Access facilities/garage
- Time keeping
- Peer-to-peer verification
- Access to inventory

Functionality provided:
- Access vendor/supplier portal
- Identity verification
- Access store/facilities
The challenge
As business becomes increasingly digital, blurring the line between physical and online boundaries, digitally-savvy customers expect a consistent and personalized experience at every touchpoint. More than ever, today’s customers expect a predictable, frictionless, and personalized multi-channel customer experience. That’s why, to be successful, retailers must first build a unified view of customers—a non-trivial endeavor that can be expensive and quite complex.

The solution
Usher provides retailers with a unified view of each customer’s identity which can be tied across all customer channels by integrating data from other sales, service, marketing, and enterprise systems using a smartphone. This enables retailers to build an exceptional digital customer experience through personalized and trusted customer interactions across all engagement channels. Retailers can easily and securely log into online systems, remotely verify customers with a secure one-time passcode, seamlessly log into kiosks, and provide a customized shopping experience in physical stores by leveraging Usher’s Bluetooth technology.

Usher’s analytics capabilities, armed with a pre-integrated identity schema, make it simple for retailers to build dashboards to gain insight into user preferences from anywhere, in real time. Usher also enables store associates to deliver a personalized user experience when engaging with customers.

Transform and personalize the user experience across all customer channels.
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
Application

With 55,000 associates and more than 1,500 stores across the United States, Canada, and Puerto Rico, PetSmart, Inc. is the largest specialty pet retailer in North America. Several years ago, the company began rolling out mobile analytics apps to help empower its workforce, inform executives, and improve operations.

Since 2010, PetSmart has deployed nearly 20 enterprise mobile apps using MicroStrategy. These apps provide critical insights for executives, store and district leaders, managers, and associates—and have become central to how PetSmart does business. Every morning, the company’s CEO checks store performance using a mobile app that delivers critical metrics including units per transaction, average transaction size, and conversion rates. Store managers can quickly access up-to-date sales figures for their stores. “This daily and real-time performance visibility into our 1,500-plus stores is very valuable internal insight,” said Brian Rensing, Sr. Director, Enterprise Information Management, PetSmart. “A mobile approach to our data analytics and business intelligence strategy dramatically increases our efficiency and puts insights into the palm of our associates’ hands.”

The suite of apps also provides key metrics for other departments, including finance, marketing, merchandising, and human resources. In some cases, these apps have completely transformed how employees work. For example, armed with an app that provides up-to-date operational information and employee data, distribution center managers can do their job entirely from the warehouse floor. “[The app] lets the distribution center leader get out onto the floor to coach associates to make efficiency changes and speed the operations,” said Rensing. This app has profoundly impacted workflow to the extent that PetSmart no longer needs to provide offices for these employees.

PROFILE

Industry Specifics: Retail - Specialty Pet
Location: United States
Products: Mobile, Web, Server, Architect
Core Capabilities: Enterprise Analytics, Mobile Productivity Apps
The executive team at The Container Store identified gaps in store reporting as the greatest opportunity for operational improvements and innovation. A key to their success was getting all the right people in the room at the same time to scope out the app with the end user in mind. The retailer uses what they call a "whole brained approach" when it comes to developing all key company initiatives. They spoke with all business units to decide on KPIs and then created storyboards to conceptualize the look, feel, and flow of the app. They then developed a roadmap with realistic and achievable goals that led to a very informative and beautifully crafted user-friendly app with 14 dashboards. Simply put, they began with the "end" in mind. Also, by using the MicroStrategy platform, The Container Store was able to provide, for the first time ever, information about their payroll, as well as insights that allow them to optimize their schedules based on current trends and predictive analysis. They are now able to compare sales per payroll hour to customer-facing payroll hours. This information makes it easier to better manage personnel hours.

The Container Store decided that future development of "The Score" app will include store productivity, campaign performance, sales performance, shrink and general damage reporting, employee ranking, in-store alerts, store department sales performance, a custom design center / Elfa performance module, store operations module, and inventory control. Also, their app will include transactional services to further enhance the productivity of their teams in the field.

PROFILE

Industry Specifics: Retail - Home Furnishing Stores
Location: United States
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Productivity Apps
Application

GUESS?, Inc. uses MicroStrategy Mobile clienteling and product apps to enable their store teams to better engage with customers, reduce merchandise out-of-stocks, create more omnichannel customers, and produce higher sales conversion rates. These apps provide store associates with visibility into loyalty program data, current sales, and new products. Associates can recommend items to complete an outfit, utilize inventory from items across the chain, and even message shoppers via the GUESS mobile app about specific products that might interest them. With app in hand, they can see if inventory is available to pull from the back room, is out of stock, or available to purchase from another store or online. They can also request items from corporate that they do not currently carry in their store’s assortment.

GUESS has also outfitted its headquarters-based executives and merchants with iPad apps. Executives are quickly briefed about the state of the business with a few swipes and taps. They are able to view graphs and charts on the business as well as view the weekly, monthly, and yearly sales at the company level or drill down to the store level.

Merchants can access the app and explore data in multiple ways. They can see best sellers across multiple levels of detail and drill down into a specific store; view inventory or sales on a map; and look at detailed information by style, down to the size level, with over four months of history. The power of being able to walk into a meeting and have information for any style or best-selling item helps merchants make quick and informed decisions based on current trends. Merchants can analyze this information while traveling, at home, or more importantly, when visiting stores. The app allows the merchants to perform a virtual store visit before physically visiting the store—viewing product mix, sales penetration by category, sales trends, and best sellers from the store level down to very specific category levels. They are also able to compare the sales of each style to the sales at other stores. Additionally, while at the store, they can pull up any style and view its selling history, for instance, if they are trying to compare a current selling style to a style sold in the past.
Sonic wants to ensure that their executives and management have 24-7 access to daily business tracking metrics via a mobile platform. To achieve mobility, the company is investing heavily in Apple mobile technology, deploying iPads and iPhones to the executive team, regional management, and dealership management.

Sonic Automotive enlisted MicroStrategy to develop and deploy its mobile application, FIRE (Financial and Insurance Reporting Engine), resulting in an increase in car product sales by 38%. Since rolling out FIRE, Sonic Automotive has gone from selling between $800 and $900 in products per car, to nearly $1,100.

The iPad app built for Sonic is focused on an overarching view of business performance that touches on internal sales, service, finance, and insurance as well as external market data. This app is already used every day by top executives and others to keep tabs on the performance of Sonic-owned auto dealerships.

Sonic corporate executives and regional vice presidents rely on the new iPad app daily to evaluate sales performance at its 100+ dealerships in 26 major U.S. metropolitan markets. Executives, including the VP of Operations, CFO, President, CIO, SVP/Controller, and VP of Corporate Accounting, leverage the app to analyze daily operating costs and month-to-date results compared to forecasts and previous months.

The app provides a scorecard for each dealership with insight into sales effectiveness across automotive brands, product categories, and geographic regions. It also provides information on each dealership’s compliance with corporate Playbooks.

The Sonic executive team and regional leadership use the iPad app to conduct monthly financial reviews and compare performance against that of other dealerships across regions. With this app, Sonic replaces large binders of spreadsheets and saves significant time by eliminating the need to perform manual analysis of the data.
Coach uses MicroStrategy to make informed decisions across several departments. One particularly interesting use is an in-store event recap analysis that’s used 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 are the most effective. The events, which typically run during the weekends, required a team of three people to extract the necessary data, analyze the data, and provide insight to leadership—a process that took two days. This 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. 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.

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.

PROFILE

Industry Specifics: Retail – Fashion handbags and accessories
Location: United States
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics
Gucci has adopted MicroStrategy as its enterprise BI standard, allowing users to access business information at the appropriate level in a collaborative way. By standardizing on MicroStrategy, Gucci has a common vocabulary for the user community, removing systems discrepancies and analysis process inconsistencies.

The retail reporting and analysis application was implemented at Gucci, Yves Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Stella McCartney. The application rolled out in America, Europe, South East Asia and Japan, and has been in production for a little over a year with 100 users. The main metrics include Ordered, Shipped, Landed to Airport, Received in the Distribution Center, Shipped to the Store, Received in the Store.

With MicroStrategy, Gucci has reduced global complexity, giving management the possibility to consolidate all the business information coming out from the different divisions and regions. Gucci’s data warehouse has evolved from a different and independent set of “spread” marts to a harmonic standard and globally coordinated analysis process. Gucci cites system accuracy improvements and reduced business risk, enabling continuous checkpoints for aligning business operations with objectives.

Now, Gucci has an automatic business information “supply chain” that has reduced company reaction time to market changes and increased speed of analysis. Gucci also cites time savings in standard reporting and more focused ad hoc analysis on business performance; increased company know-how and improved company culture; company strategy shared through the organization levels; and alignment with new Gucci Group I.T. strategies.

PROFILE
Industry Specifics: Retail – Fashion handbags and accessories
Location: United States
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics
Application

In-store protocol required managers and assistant managers to write out their sales figures by hand, every day, without fail. The process was inefficient, cumbersome, and error-prone. Perhaps most frustrating, it required that management retreat to backroom offices to complete the task, thereby removing key talent from the sales floor and compromising the productivity of the team.

Using MicroStrategy, Lowe’s built a mobile application that provides store-based sales information for nearly 20,000 managers, assistant managers, and corporate employees and made this information available on mobile devices. Teams could now analyze sales statistics from anywhere and not be anchored to a workstation - fulfilling the promise of mobility in the BI world.

Since its debut, MicroStrategy’s customized application has provided the following benefits for Lowe’s:

- Use of the application has saved $4.5 million annually across the retailer’s 1,700 locations due increases in store manager productivity.
- Using the updated sales information, managers now have visibility into what is selling well, which items need to be restocked, and what inventory should be marked down or packaged together, resulting in better overall sales strategy.
- Improved flexibility and access ensures that management is available on the sales floor to boost staff productivity and provide adequate supervision and support.

Lowe’s continues to expand their MicroStrategy implementation to provide more mobile applications and dashboards to all levels of employees across the organization. It is expected that as the licenses roll out across the organization, store-level associates will also have access to real-time business information while executive-level management will have insight into enterprise-wide data on their devices at headquarters.

PROFILE

Industry Specifics: Retail – Home improvement

Location: United States

Products: Architect, Desktop, Mobile, Server, Web

Core Capabilities: Enterprise Analytics, Mobile Productivity Apps

ROI Results: $4.5M in annual savings
Like many established retailers, Staples had a spreadsheet problem. The company relied on legacy spreadsheets to generate 75 weekly reports and upwards of 175 ad-hoc reports. In its fast-paced industry, static information quickly became outdated and decision-makers could never be sure they were operating off of one single version of the truth.

With the enormous volume of transactions across thousands of storefronts, the company had an abundant stream of data, but they struggled to analyze and act upon it in a timely manner. Staples acknowledged the need to better consolidate, explore, and gain insight from data so that it could quickly act on this information. “This was about fast and impactful. We have a large amount of accessible data to help make critical business decisions. Our company needed to create a single delivery platform for crucial information to drive those decisions and our business,” said Jay Peek, Director of Sales, Staples US Retail.

Staples partnered with MicroStrategy and BI design vendor Pandera to build “BizFIT” – the custom Staples reporting tool used by its US retail, loss prevention, merchants, business services, and finance departments. Mock-ups were provided and feedback welcomed throughout the development process, and with a healthy dose of friendly competition among departments, each built a tailored dashboard to impress. The result of this process was a visually appealing, robust application that effectively condensed the 75 weekly reports to a mere 13 screens.

Staples has seen a dramatic improvement in its business operations since switching to the MicroStrategy platform. Metrics are becoming more ingrained in the culture and are driving conversations about results and customer behavior. Additionally, with the MicroStrategy mobile platform, store managers are able to access, sort, and analyze information from any location. Untethered from the back office, they are able to provide higher levels of customer service and make informed business decisions straight from the sales floor.

BizFIT was launched to great fanfare, and adoption rates throughout the company are rising. Building on its success, Staples plans to expand usership to more than 1,300 stores.
Fanatics Application

Fanatics is the largest online retailer of officially licensed sports apparel and merchandise. It operates over 300 online and offline stores and powers the e-commerce business for all major professional sport leagues: the NFL, MLB, NHL, NBA, NASCAR, and PGA.

Fanatics deals with a tremendous volume and variety of data. In addition to internal business and operational data, the company collects web traffic and clickstream data covering over 250 million web visits each year. These interactions generate over 30 million orders a year, but they only reflect a small part of the picture—social media, real-time sporting events, and news all directly impact Fanatics’ business.

Their legacy reporting system, which was limited to grid reports in Excel, lacked support for interactive self-service data discovery and was unable to scale up to meet their growing demands. Fanatics moved all data storage to the cloud and selected MicroStrategy to power its enterprise analytics platform – delivering the interactivity and self-service features that aligned with the company’s strategic initiatives. When combined with the elasticity of the cloud, MicroStrategy provided the ability to scale up performance on-demand. The company also deployed a Hadoop distribution to help manage and process unstructured log data, which can now be analyzed using MicroStrategy.

PROFILE

Industry Specifics: Licensed sports apparel and merchandise

Location: United States

Products: Mobile, Web, Server, Architect

Core Capabilities: Enterprise Analytics
Application

House of Fraser is a British department store group with over 60 stores across the UK and Ireland. Founded in Glasgow in 1849, the company has grown steadily into one of the UK's biggest retailers, with revenues of over £1.3 billion and a workforce of more than 5,000 employees.

House of Fraser has relied on MicroStrategy as their system of record for enterprise reporting since 2013. Prior to the rollout of their nGenBI program at the start of 2017, the company embraced a ‘retail is detail’ approach to analytics and had a large, complex reporting environment that required running more than 18,000 reports on a daily basis. The nGenBI program aimed to overhaul their approach to analytics by simplifying, visualizing, and modernizing their analytics environment.

Through nGenBI, House of Fraser has been able to tap into massive quantities of previously underutilized data and has vastly simplified their analytics environment, reducing the total number of reports in their repository from 19,450 to 10,000 (a reduction of 48.59%). This simplification has enabled the BI team to place their focus on higher-value reports and eliminate redundant reports that previously resulted in performance bottlenecks.

The nGenBI initiative has completely changed the way that employees at House of Fraser consume and interact with data. Self-service data discovery enables House of Fraser's advanced business users to take analytics into their own hands—quickly answering complex business questions by building on-the-fly reports and dashboards. Before the rollout of nGenBI, the BI team would spend weeks, or even months, acquiring and validating data and gathering business requirements in order to build a single dashboard. Today, they can use MicroStrategy data discovery tools to build user-friendly, interactive dashboards in as little as 20 minutes — completely changing the way that dashboards are designed, built, and used across the organization.

House of Fraser has also been able to modernize their BI environment and leverage data science techniques to deliver tangible value to the business. As a result, they can now visualize real-time customer flow data from IoT and other sources to see how customers physically move through their stores—a critical tool for improving the in-store customer experience.

They have also leveraged analytics to optimize their returns process and to modernize their business presentations. By using MicroStrategy Office, the operations team has been able to greatly reduce the time required to produce their weekly reports (in some cases up to 60%). This equates to two hours a week per report writer, or nearly 1,000 hours a week across 500 active BI users. Now, these users can focus their attention on analyzing data and uncovering new insights, rather than just gathering data and refreshing it.