The Container Store was first opened in Dallas in 1978 and was devoted entirely to storage and organization. Currently, there are 60 stores across the US with annual sales growth in the double digits with sales forecast for 2013 of approximately $766 million. They stock over 10,000 products with nearly 2,000 new products added annually. Kip Tindell, Co-founder and CEO of The Container Store, is proud to be a workplace of choice, with no layoffs or store closings during the recent economic recession.

The employee comes first at The Container Store and they are compensated much higher than the industry average. This philosophy allows The Container Store to attract and retain talented and dedicated people. They believe that when employees are well taken care of, customers will be equally well cared for and will remain loyal and satisfied. Vendors, community partners and, of course, shareholders significantly benefit when these conditions exist. The Container Store has been on Fortune's 100 best companies to work for 14 years in a row and number one for two of those years.

The Score

The Container Store's app is called "The Score", a concept that originates from their CEO to reflect the idea of complete transparency in their business.

Their motto is "there is no way your team can win the game unless everyone on the team knows the score." The Container Store went from concept to production within months and their app provides executive sales recap, payroll performance, company sales, store sales, flash sales, and trend reports rolling 3, 6, and 12 months.

The Container Store has been a strategic MicroStrategy partner for over 15 years. The company began with grid and graph reporting targeting merchandising, buying, and finance. Only a limited amount of dashboard reporting was developed until recently. The Container Store decided to participate in a MicroStrategy Mobile QuickStrike to fulfill the needs of their promotional sales reporting for the buying teams. The QuickStrike demonstrated the power of the MicroStrategy platform to bring dashboards to mobile devices. A huge shift from reporting via email and spreadsheets to mobile devices was underway. The outcome achieved was actionable, consistent, and timely reporting for the store leadership team and was well received by the thought leaders of the company.

Secrets to mobile success

A key to the success at The Container Store 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

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The Container Store®

Company:
The Container Store

Applications:
Sales and payroll
performance analysis

> *Our journey with mobile started only 12 months ago. While at MicroStrategy World in Miami, traveling from the conference to the airport, we made a pact that we are going to take our reporting from desktop to mobile. We decided we are not going to build any more applications for the desktop. We are going mobile."*
>
> —John Trailkill
> Vice President of Store Metrics and Systems, Customer Support and Business Development

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 actionables 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.

Mobile future

The executive team identified gaps in store reporting as the greatest opportunity for improvement and innovation. The Container Store decided that future development of "The Score" 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.