



Sector_ **Consumer Goods**

Title_ **Management Model. Management System / Business Intelligence**

Project Description - Objectives

The Organization Area of the Department of Organization and Systems, in collaboration with the Customer/Member, Logistics and Purchasing departments, decided to develop a set of management solutions centered around a Central Management Information Repository or Data Warehouse (DW) to provide support for specific needs in each area at every moment, with an overall solution that would ensure and not jeopardize the integrity of information and scalability for the entire organization.

Areas affected:

- Customer/Member (Marketing and Sales)
- Logistics
- Purchasing
- Anticipate the demands of customer/members and respond to them efficiently and effectively.
- Eliminate unproductive time in the work of collection, treatment and development of data and creation of analysis and management reports.
- Optimize sales and distribution channels.
- Control spending and return on investment of projects undertaken.
- Improve the service level offered by the Logistics area to stores.
- Reduce logistics costs (Handling and Transport) and improve the level of breakage and stock days.
- Provide key tools to the purchasing department for making decisions and negotiating with suppliers.

Results / Benefits

Consum's Business Intelligence System consists of a tool for analysis and management of strategic information in a user-friendly and intuitive web environment. The system allows users to perform analyses and strategic queries. It provides daily reports and dashboards with relevant indicators of the cooperative's activity.

Methodology / Technology

- Hub & Spoke method

- MacroScope©. Business Objects XI R2. IBM DB2 UDB for AS400.

Special Mentions - Awards

- Special mention for best business intelligence project of the Comunidad Valenciana. Computing Award 2005

Other Details

- Length: Implementation in different phases from March 2004 to December 2005. Maintenance and upgrades 2006-2007.
- Users: The system has 50 direct users, including top information management analysts and managers and more than 450 indirect users who receive personalized information, such as store managers, heads of logistics platforms, etc.

Examples of Indicator Management Models

Marketing and Sales

Customer Loyalty

- Loyalty cards
- Sales card
- Average purchase
- Operations by client
- Loyalty Index

Offer Follow-up

- Units
- Amounts
- % change previous period
- % share in section
- % cannibalization in section

RFM Analysis

- Frequency
- Average purchase (€)
- Temporal proximity



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Retail Stock Coverage

- Units sold
- Units supplied
- Stock
- Coverage level

Issues - Clients

- Grouped by type
- Cumulative per degree of satisfaction

Stores - Platforms

- Logistics
- Movements
- Pallets
- Gaps

Profitability

- Margins

Transportation

- Served-Collected Items
- Kg
- Comeback Index
- Travel
- Truck use

Personnel

- Absenteeism
- Accidents
- Rotation
- Suppliers
 - Container input/output
 - Rejections
 - Stock
 - Breakage
 - Unloading
 - Penalties

Purchasing

Costs - Sales - Margins

- Cost
- Sales
- Margin
- Breakage
- Unknown Loss

ABC

- Purchases by product
- Purchases by vendor
- Profitability of sales x products
- Profitability of purchasing x supplier

Offers

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