

QLIKVIEW BUSINESS DISCOVERY IN RETAIL AND WHOLESALE DISTRIBUTION

Top 10 Solutions for Retail and Wholesale Distribution





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Top 10 Solutions for Retail and Wholesale Distribution

Over 3,000 Retail and Wholesale Distribution companies globally rely on QlikView to empower business users and decision-makers today, by providing access to on-demand analysis, insights and business discovery.

QlikView is the leading Business Discovery platform, delivering true self-service BI that empowers business users by driving innovative decision-making. While QlikView can be applied to practically any business area, the Top 10 Solutions for Retail and Wholesale Distribution highlight some of the most common areas that QlikView is deployed across the Retail and Wholesale Distribution industries.

Each solution includes examples of 'QlikView apps' that are intended to showcase the art of the possible and act as a best practice example of deploying QlikView in a particular business area. QlikView apps are not productized or supported solution templates, but instead demonstrate how QlikView can be implemented and tailored to your organization's needs. The following one-page solution data sheets are comprised of an overview, sample app screenshots and real-world customer stories. Examples of each solution can be demonstrated or shared by contacting your QlikView representative.

The Top 10 Solutions in Retail and Wholesale Distribution are:

- **Executive Dashboards and Scorecards**
- **Retail Store Performance Dashboards**
- **Merchandise Analytics Dashboards**
- **Market Basket Analysis**
- **Customer Intelligence and Omni-Channel Analytics**
- **Social Media Analytics and Web Analytics**
- **Transportation and Logistics Dashboards**
- **Demand Planning and Forecasting Dashboards**
- **Supplier Performance Scorecards**
- **IT Management**



ABOUT QLIKVIEW



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Contact your QlikView representative to schedule a discussion and live demonstration related to this solution area.

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QLIKVIEW FOR EXECUTIVE DASHBOARDS AND SCORECARDS IN RETAIL AND WHOLESALE DISTRIBUTION

Empowering top-level decision-makers

CHALLENGE

Retailers and Wholesale Distributors are under tremendous pressure to deliver results. The global economic downturn, more empowered consumers, and increasing competitive pressure have created an atmosphere where the Retail and Wholesale C-suite has never been more accountable. Executives now face pressure to not only oversee enterprise operations, but also immediately react to changes in the market. Furthermore, there is an increasing expectation that interested stakeholders, both internally and externally, should have direct access to information regarding the organization's current performance. Executives must find a way to meet these increasing pressures despite their full schedule, which often includes travel away from the office.

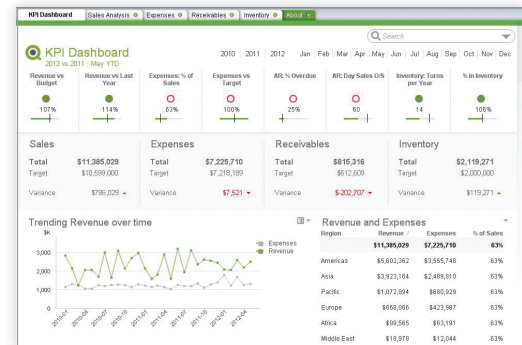
SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Executive Dashboards and Scorecards* apps allow business users to make faster and better informed decisions by allowing them to:

- Gain executive insight into business results and benchmark multiple key performance indicators against forecasts by product, geography, industry, line of business, etc.
- View and analyze aggregated intra-day data across multiple and disparate sources as opposed to waiting for end-of-month reports, which don't allow for short term opportunity spotting and issue resolution
- Ensure transparency and communicate performance across stakeholders including the executive suite, board members, internal employees and shareholders
- While traveling, stay fully informed and connected by leveraging mobile access to business data that can be instantly analyzed and shared

CUSTOMER EXAMPLES

- VIP Parts uses QlikView for executive dashboards across senior management, to analyze key operational KPIs with access to the Stock Keeping Unit (SKU) level.
- A Top 50 Global Diversified Retailer employs QlikView to provide executive level visibility into finished sales, product rankings, percentage of sales per square meter, number of items on a ticket, number of customers, and ticket size.
- A Top 10 Global Retailer's Brazilian division leverages QlikView for executive sales and marketing KPIs and trends at the item level across 1.5 billion records with 500 Users accessing the QlikView application.
- A Canadian Electrical Distribution Company, employs QlikView to improve sales analysis capabilities, through an executive dashboard that tracks year-to-date Gross Profit, Gross Profit percentage and Top 10 Customers.



“ Our CEO became one of the biggest fans of QlikView because it allowed him to drill down through corporate data, right to the SKU level. At the same time, district managers have access to the same performance-based reports and can share them with store-level executives. ”

Dan Grosz, VP of IT, VIP Parts, Tires & Service

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QLIKVIEW FOR RETAIL STORE PERFORMANCE DASHBOARDS

Connect Corporate Strategy to Store-Level Execution

CHALLENGE

Continued volatility in the global economy has led to increased competitive pressure in the retail and wholesale distribution industries. The rise of mobile shopping, coupled with a high degree of information availability, has created a more empowered consumer with many more choices regarding what to buy and how to buy it. However, the brick-and-mortar store is still the preferred choice for the consumer, but with each passing year, the consumer preference for the retail store shopping experience is losing ground. There has never been a greater need for a retailer to ensure a best-in-class shopping experience in the retail store by maintaining high levels of customer service, and a differentiated assortment, while meeting financial targets. The key aspects to creating and maintaining a competitive retail store presence are timely and accurate store performance analytics, and quick assembly of a flexible store profit and loss statement. The challenge is that store performance data is typically stored in many heterogeneous systems, produced in different geographies and required at many different granularities - store level, district, region, and corporate. This often hinders efforts to produce insightful, accurate and actionable store performance analytics.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Retail Store Performance* apps allow business users to make faster and better informed decisions by allowing them to:

- Explore large volumes of Point-Of-Sale (POS) data through QlikView's in-memory associative data layer, which enables non-linear analytical paths and drill through to details
- Combine multiple sources of store operations data including POS data, customer surveys, inventory, and financial plan data which can be searched on and annotated
- Quickly respond to market forces and minimize manual efforts related to store performance and analysis
- Provide mobile and near real time access to store performance dashboards for traveling store operations field management

CUSTOMER EXAMPLES

- Carrefour uses QlikView to analyze same store sales across many time zones and determine bench marks for store performance analysis.
- EAT, a leading UK Quick Serve Restaurant, uses QlikView to assist with staff allocation, and to assess staff performance, across 100+ stores.
- A leading global convenience store chain with over 1,000 stores in the US leverages QlikView to assess store performance via 19 KPI's across several categories - sales performance, assortment, store cleanliness, fresh food performance, and ordering procedures, which is tied directly to the compensation of district managers.
- A large US-based restaurant chain with over 600 stores employs QlikView to create a store performance dashboard and store operations profit and loss that rolls up the store operations hierarchy (store/district/region/corporate) for both company owned stores and franchisees. This includes nearly 57 million transactions and 35 disparate data sources.

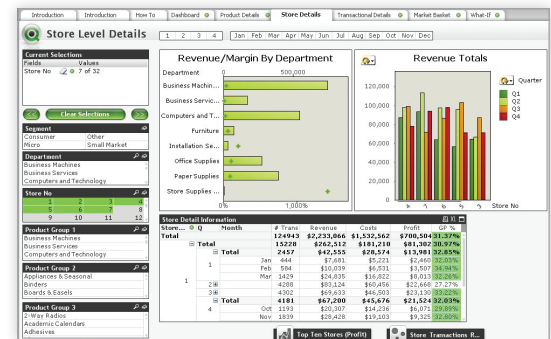
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“ With QlikView, store managers can view sales and operations related KPIs and benchmark with other stores and year-on-year performance. ”

Shahrukh Dastur, General Manager Business Analytics, Carrefour Dubai



QLIKVIEW FOR MERCHANDISE ANALYTICS IN RETAIL AND WHOLESALE DISTRIBUTION

Better Buying Decisions Everyday

CHALLENGE

Merchants and buyers seek to maximize margins through intelligent buying decisions which requires near real time, item level data, in order to stay aligned with the ever changing preferences of the consumer. Beyond timing and granularity of data, merchants and buyers require access to information pulled from many data sources combined into an easy to consume dashboards. This includes: historical sales data, inventory data, merchandise plan and forecast data, vendor data, 3rd party syndicated data, customer data, social media data, and product data which includes attributes like color, size, vendor, and style. While month-end static reports provide an accurate summary of performance, this approach lacks business user self-service capabilities and on demand access to flexible analytics which allow a buyer to isolate exceptions and take advantage of opportunity, in a fast and efficient manner. When a merchant or buyer cannot analyze the data they need to make timely and intelligent buying decisions, they solve their own problem with rogue spreadsheets and one-off databases which are time consuming, error prone, and does not scale to the needs of an enterprise or midmarket retailers or wholesale distributors.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Merchandise Analytics* apps allow merchants and buyers to make faster and better informed buying decisions by allowing them to:

- Combine and analyze data from multiple data sources to provide a timely, consistent and easy to consume merchandise analytics dashboard
- Analyze data the way the merchant or buyer would like to analyze data with the appropriate granularity, and access to key product attributes like color, size, style, and vendor
- Address the analytical needs required in the merchandise function but also distribute the same analysis to finance, sales, marketing, supply chain, and store operations
- Provide collaboration and mobility capabilities to meet the needs of a distributed and mobile workforce

CUSTOMER EXAMPLES

- Robinsons Department Store, a leading upscale retailer, deployed multiple QlikView merchandising apps and now spends 50% less time to yield up to 80% more detailed merchandising, pricing, inventory and operational performance information.
- A European multinational Do-It-Yourself Retail Leader, implemented QlikView for merchandise analytics and earned \$1.75M and achieved inventory savings in the first year by effectively aligning stock levels with actual sales trends.
- A leading US based sporting goods and outdoor specialty retailer uses their QlikView merchandising app to analyze costs of goods sold, gross margin, markdown and category level performance in its weekly merchant meetings with GMM, VPs and Directors.
- A European Footwear retailer deploys QlikView for Open-to-Buy and product margin analysis interactions with expected revenue impact of over \$21 million.

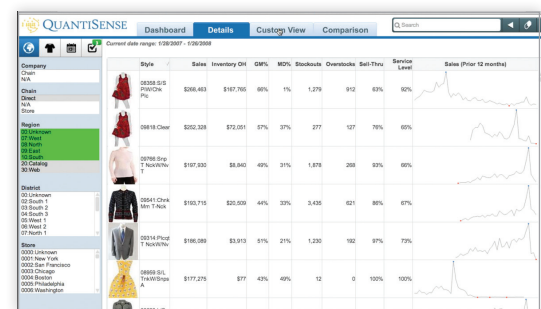
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QlikView App designed by Quantisense & Axis Group

“Users are very enthusiastic. They can finally access, view and analyze all the data required to offer the right products at the right time, to the right audience, taking into account local trends, forecasts and external factors. It helps improve margins and profits at a time when operational costs are increasing, external market conditions are unpredictable and competitive pressures remain high.”

Jolanda Cloete, Program Director – Business Intelligence, Intres Retail



QLIKVIEW FOR MARKET BASKET ANALYSIS

Improve Margins and Increase Basket Sizes

CHALLENGE

In today's hyper-competitive marketplace, retailers and wholesale distributors must get closer to the consumer to better understand consumer preferences and purchase patterns. This helps them provide more targeted offers and a tailored assortment, resulting in larger basket sizes and locking in higher margins. The good news for retailers and wholesale distributors is consumer preferences and purchase patterns live within the transactional detail that exists within a retailer's Point of Sale (POS) system, and a myriad of other customer touch points. The challenge for retailers and wholesale distributors is driving actionable insight from customer purchase patterns hidden within the mountain of information, that needs to be analyzed to isolate customer preferences and purchase patterns, and disseminating that insight to the merchants and marketers within the business. Retailers and wholesale distributors that can address the challenge will be able to better align offers with consumer demand while protecting profits.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView Market Basket Analysis* apps allow business users to make faster and better informed decisions by allowing them to:

- Discover, search and analyze large volumes of POS data from many disparate sources into a single, intuitive expense dashboard in online, offline and mobile environments
- Isolate relevant customer purchase patterns across customer segments, and channels to identify trends, and take action on those trends to capitalize on opportunities, to increase basket size and improve margins
- Produce timely insights that the merchants and marketers can quickly consume but also allow business users to ask the inevitable "next question" that goes beyond simple static reporting
- Annotate trends and use collaborative sessions to create a live review of exceptions and trends so business users can make better informed decisions in a collaborative fashion.

CUSTOMER EXAMPLES

- Best Buy uses QlikView for Market Basket Analysis to improve basket performance and average ticket size across SKUs and attributes including: price, vendor, and competition.
- A leading US multi-channel apparel retailer employs QlikView for market basket analysis insights to help drive the design of their e-commerce web site and increase the basket size.
- CITTI Martke, a European Specialty Food Market, leverages QlikView to better understand basket performance and customer purchasing patterns over a three year time horizon. A key piece of their analysis is Tops and Flops for categorizing the effectiveness of promotions.

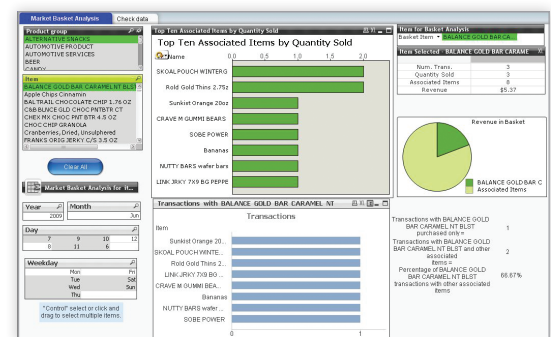
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“ We have built a very robust basket analysis tool that provides our support teams with the ability to quickly drill into what may be driving basket performance. Is it a price point issue, is it a feature set issue, is it a specific vendor, or even a specific SKU? Are there certain local or competitive intensity factors that may be driving our overall basket performance? ”

Nick Reinbold, Director of Business Reporting, Best Buy



QLIKVIEW FOR CUSTOMER INTELLIGENCE AND OMNI-CHANNEL ANALYTICS IN RETAIL AND WHOLESALE DISTRIBUTION

The Right Offer for the Right Customer

CHALLENGE

Strong customer relationships are key to the success of any business, and even more so in the today's hyper-competitive market conditions. Retailers and wholesale distributors are under growing pressure to offer the right product, to the right customer, through the right channel. This is further complicated by the fact that customer data may live in many different systems supporting each shopping channel, and the supply chain systems required to support each channel may be fragmented. An analytics system that provides true omni-channel customer Intelligence pulls together a single view of customer information, sales data, and inventory data, across channels (store, e-commerce, call center, catalog) including demographic data and third-party data. An omni-channel customer intelligence system can help marketers target the right customer or customer segment through the right channel, strengthening relationships with a retailer or wholesale distributor's most valued and profitable customers to achieve the maximum return on investment for campaigns and customer outreach.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Customer Intelligence and Targeting* apps allow business users to make faster and better informed decisions by allowing them to:

- Improve customer intelligence through integrated customer data, inventory data, and sales data across all channels, leading to increased sales and improved lift from marketing campaigns and a more efficient supply chain
- Incorporate social media data to analyze consumer sentiment and correlate customer behavior and buying trends
- Analyze and calculate customer profitability which empowers merchants and marketers to focus on the highest value customers and their preferences
- Leverage industry benchmark and third party reference data to gain an accurate view of true market conditions, present performance, assessment of future performance, and opportunity identification

CUSTOMER EXAMPLES

- UK Based Apparel Retailer, Ted Baker, uses Qlikview to analyze campaign impact by date, gender, location, transaction value, and product category across 1.2 million shoppers.
- A US based convenience store chain, with over 350 stores, employs QlikView to identify and understand the effectiveness of specific marketing campaigns and assess whether or not certain products brought value to its customers.
- A leading sporting goods and outdoor lifestyle specialty retailer uses QlikView for omni-channel analytics to understand sales and marketing performance across stores, e-commerce, catalogue, and call center.
- Carrefour has deployed 150 QlikView Applications, including a customer loyalty application to understand the impact of campaigns linked to their customer loyalty database.

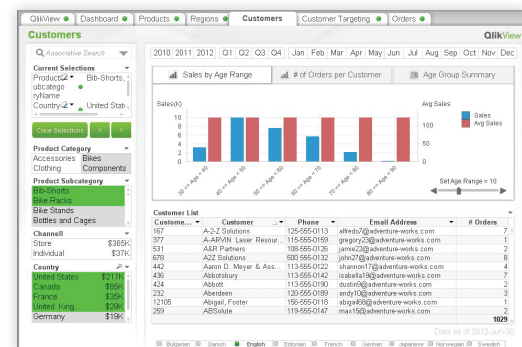
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“The wealth of data we now have on our customers through QlikView has changed the way we develop and run our marketing communications. The extensive customer insight means we can proactively build and drive more results-oriented campaigns.”

Craig Smith, Brand Communication Director, Ted Baker



QLIKVIEW FOR SOCIAL MEDIA AND WEB ANALYTICS IN RETAIL AND WHOLESALE DISTRIBUTION

Leverage Social Media and Web Insights

CHALLENGE

The importance of social media and web analytics is growing within every industry, but nowhere is that more true than in the retail and wholesale distribution industries. Online reviews, blogs, Facebook, Twitter, Google Analytics, and a host of other social media outlets are influencing consumer buying behavior. Retailers and wholesale distributors must stay in tune with the narrative within the social media hemisphere to understand trends in the marketplace and intelligently incorporate those trends into the operational planning process - assortment planning, promotion planning, store planning, and supply chain planning. There is a tendency to look at social media in a vacuum by simply counting the number of "likes", which only scratches the surface of the valuable insights garnered through combining social media data with operational sales, marketing, and inventory data in an analytics solution to see the true impact of social media on the business. Retailers and wholesale distributors have the opportunity to leverage social media analytics as a differentiator in a hyper competitive marketplace.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Social Media Analytics* apps allow business users to make faster and better informed decisions by allowing them to:

- Quickly isolate trends in the marketplace through the combination of relevant social media data with POS data, campaign data, and merchandise data
- Analyze the impact of social media data on the operational planning process, assortment planning, promotion planning, store planning, and supply chain planning
- Disseminate social media insights to the business user, allowing the merchant, marketer, or supply chain professional to ask the inevitable "Next Question" that goes beyond traditional static reporting
- Interact and collaborate across the retailer or wholesale distributor as well as externally with key trading partners.

CUSTOMER EXAMPLES

- Cocos, a UK-based online apparel retailer, leveraged QlikView and QV Source to quickly interrogate sales, stock, and customer data, to respond quickly to the needs of their customers and the business.
- Cheezburger uses QlikView and QVSource to consolidate disparate data sources which include: Google Analytics, Google Spreadsheets, Mongo DB, and Facebook insights, to analyze web traffic and get a complete view of the business in order to determine what changes need to be made to the web site quickly.
- A leading Swiss e-commerce company employs QlikView and QVSource to pull together Google Analytics data with data from their internal data mart to achieve a complete view of their e-commerce site.
- EuroTunnel uses QlikView and QVSource to consolidate data from Twitter, Facebook, and Klout Scores to provide a new understanding of their customers in real time as well as to understand fully competitors and aspirational brands are using social media.

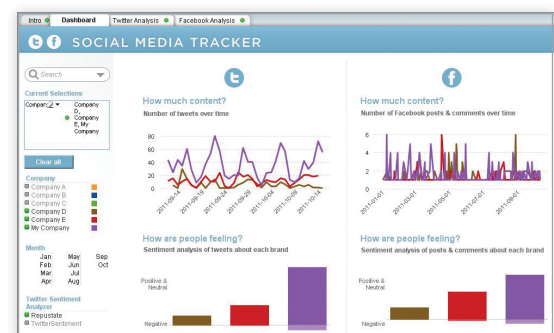
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QlikView Social Media Analytics App leveraging QV Source

“ We are currently using the Twitter, Facebook and Klout connectors to give us a new understanding of our customers in real time as well as to fully understand how competitors and aspirational brands are using Social Media. ”

Tony Evans, Business Analysis Manager, Eurotunnel passenger Division



QLIKVIEW FOR TRANSPORTATION AND LOGISTICS ANALYTICS IN RETAIL AND WHOLESALE DISTRIBUTION

Transportation Cost Takeout

CHALLENGE

Transportation and logistics decisions can make or break a retailer or wholesaler distributor due to the multi-tier supply chain that sits behind almost every enterprise class retailer, or wholesale distributor. Typically, transportation and logistics systems reside both inside and outside of the corporate firewall creating disconnected silos of data throughout the supply chain. Without integrated visibility across the supply chain, it is difficult to determine the right decision on how to ship merchandise (air, ground, ocean), which distribution center to ship to and from, while at the same time meeting tight Service Level Agreements (SLA's) for on time delivery. Poor visibility into the supply chain results in inefficiencies that can be quite costly due to poor decisions on incomplete and latent transportation and logistics data. This can be a multi-million dollar problem, however with the proper visibility, it can be a multi-million dollar opportunity.

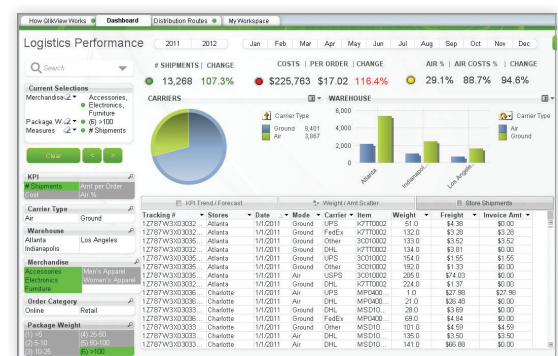
SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Transportation and Logistics* apps allow business users to make faster and better informed decisions by allowing them to:

- Provide near real time visibility to inventory levels throughout the network of distribution centers, in order to reroute shipments in order to meet SLAs, rather than waiting for end of day results and incurring costs around missing SLAs
- Enable investigative business discovery capabilities to determine when to ship merchandise via air, ocean, or ground improving efficiency and availability
- View an up-to-date 'single version of the truth' which can be analyzed and shared from the Chief Supply Chain Officer down throughout the organization quickly and securely based on roles
- Spot and annotate exceptions to make adjustments impacting fuel, labor, machinery, and inefficient routing of merchandise.

CUSTOMER EXAMPLES

- Wegter Service Group, a kitchen wholesaler of non-food items, employed QlikView which helped improve on time delivery rates from around 80% to 92%.
- The Transportation and Logistics function of a global luxury brand retailer has realized over \$3 million in cost savings within their supply chain. This is primarily through QlikView's insight, which helped them to optimize their air vs. ocean shipping decision, resulting in improved efficiency and availability.
- A US Apparel retailer realized over \$300,000 of savings on the first day QlikView was implemented and was able to identify and remove inefficiencies in their supply chain.



“ Since the introduction of QlikView, Robinsons Group's decision-makers have faster access to more actionable data leading to smarter, timelier business decisions that are critical to retailing success. ”

Abigail Alice Tan, Head of Information Technology, Robinsons Group

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QLIKVIEW FOR DEMAND PLANNING AND FORECASTING ANALYTICS IN RETAIL AND WHOLESALE DISTRIBUTION

Improve Forecast Accuracy

CHALLENGE

Demand planning and forecasting are a challenge for every retailer and wholesaler. Some organizations forecast using historical sales in a spreadsheet, while others incorporate a sophisticated statistical forecast produced from a boutique demand forecasting system. Regardless of the source of the demand forecast, there will be variability between the demand forecast and actuals which typically results in out of stocks or steep markdowns of unsold merchandise at liquidation prices. Tracking the variability of the demand forecast against actuals over time and isolating the exceptions allows operations professionals to take action to get ahead of the variability and make adjustments to the demand planning and forecasting system to better reflect current business conditions. By better understanding drivers of demand, it is possible to put strategies in place that improve demand forecast accuracy leading to reduced overheads and improved revenue streams.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Demand Planning and Forecasting* apps allow business users to make faster and better informed decisions by allowing them to:

- Improve management and performance by better understanding sales trends and applying those insights throughout the business
- Provide visibility across the different versions of the demand plan and combine with actuals in order to isolate exceptions. Taking action on the exceptions in an effort to improve forecast accuracy resulting in less out of stocks and protection against steep markdowns for unsold merchandise
- Empower decision-makers to analyze sales and revenue information for improved insights. Content can be annotated, shared in collaborative sessions or consumed on mobile devices regardless of where users are located

CUSTOMER EXAMPLES

- A global shoe company's APAC division uses QlikView for demand forecast accuracy comparisons tied to sales, sales efficiency, volume, and volume efficiency on a daily and weekly basis across Retail and Wholesale Operations.
- Beckett Associates employs QlikView to improve visibility into what products were being sold in retail, what was being returned and what products could and could not be used.
- A leading US based multi-channel apparel retailer uses QlikView to pull together a 360 degree view of forecasted sales and inventory from multiple operational systems, including two years of history across all divisions by week.
- After deploying QlikView, BBS Food saw a 50% improvement in inventory forecasting across 850 products representing 4,500 SKUs and they awarded their QlikView developers for making such an impact to sales.

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“Availability is our primary customer value as we deliver our products throughout Europe within 24 hours. To do this, we need total control over our processes. To us, this is what QlikView is all about.”

Lars Emilsson, Project Manager, Systemair



QLIKVIEW FOR SUPPLIER PERFORMANCE SCORECARD IN RETAIL AND WHOLESALE DISTRIBUTION

Drive Supplier Collaboration and Compliance

CHALLENGE

Strategic collaboration with suppliers can drive efficiencies in the supply chain and improve overall sales performance. Supply chain and merchandise professionals need access to supplier data to plan and execute effectively. Inaccurate or latent data regarding supplier shipments can ruin even the best plans leading to out of stocks and lost sales. Furthermore, suppliers that do not ship on time or routinely ship a less than perfect order will also cause havoc in the supply chain. Providing visibility to suppliers around key performance indicators like on time shipments and perfect order fulfillment, while subsequently holding suppliers accountable to those key performance indicators, will drive compliance. A supplier performance scorecard provides a common platform for communicating supplier performance thereby strengthening relationships with key suppliers, jettisoning poor performing suppliers, and providing objective supplier performance data that can be used during negotiations with the supplier.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Supplier Performance Scorecard* apps allow business users to make faster and better informed decisions by allowing them to:

- Improve overall awareness and insight through supplier performance dashboards sourced from large volumes of integrated transactional data that lives both inside and outside the corporate firewall
- Share key performance indicators with external suppliers in a simple and secure dashboard with a focus on exceptions, to strengthen supplier relationships, drive sales performance, and enforce compliance
- Allow merchants greater visibility into the supplier shipments and supplier performance to make better sourcing decisions, and use QlikView's unique business discovery capabilities to identify top and bottom suppliers
- Leverage QlikView's best-in-class associative search to quickly isolate orders that include specific items that may need to be adjusted based upon the status of the shipment.

CUSTOMER EXAMPLES

- Design Within Reach employs a QlikView supplier performance scorecard to measure supplier performance against key metrics like sales against returns as well as to spot trends around which pieces of furniture customers would like to purchase.
- Wegter Services leverages QlikView for sourcing, procurement, and supplier analysis, achieving full ROI within the first year of use.
- A top 10 Global Retailer analyzes return data with QlikView and ties returns to supplier performance in an effort to enforce compliance and correct supplier specific issues around product defects and excessive returns.
- Intres Retail Group negotiates with suppliers and tracks supplier performance with a QlikView Supplier Performance Scorecard.

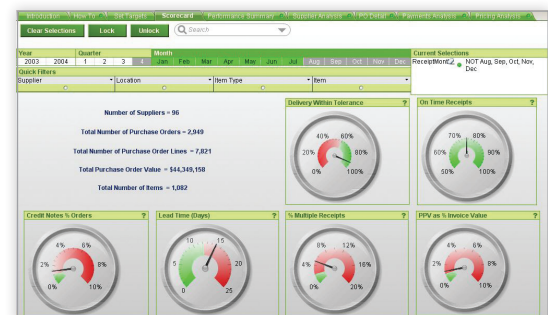
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“Until recently, we were data rich but information poor. We didn't know if we were paying suppliers to term, whether our procurement contracts were effective, and how many invoices were processed without a purchase order. We also needed a better idea of any spending that was being incurred ‘off contract.’”

Dave Richmond, Business Development Manager,
British Sugar Group



QLIKVIEW FOR IT MANAGEMENT IN RETAIL AND WHOLESALE DISTRIBUTION

Ensuring Effective Allocation of IT Resources

CHALLENGE

Constantly evolving technology and market changes result in an increasing set of demands on IT departments. At the same time, retailers and wholesalers are constantly focused on reducing costs, which means all IT investments are closely scrutinized and need to show justified return on investment. IT departments are responsible for managing assets, service level agreements, project portfolios and other technology initiatives. Retailers and wholesalers, operating across a wide number of geographical locations, must scale technology assets and staff numbers up and down while ensuring employees are fully equipped to be successful. Properly managing this process and controlling costs requires an effective IT management solution and frequent communication between various departments including IT, Finance and Human Resources.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for IT Management* apps allow business users to make faster and better informed decisions by allowing them to:

- Collaborate between the IT and Finance departments to investigate existing technology investments, depreciation, and analyze write-off/sell-off values for retired items
- Monitor inventory of fixed assets and perform comparative analysis of upcoming new hires and planned recruitment positions to foresee the future needs of assets
- Analyze purchasing trends to spot efficiency opportunities, allocate risk across vendors and identify cost outliers
- Leverage associative analysis to oversee Project Portfolio Management (PPM) initiatives and optimize the mix and sequencing of proposed projects

CUSTOMER EXAMPLES

- A leading US off priced apparel and home fashions retailer uses QlikView to track their top IT projects, analyze resource allocation, track projects to budget, and extract data from their call centers to understand performance around support issues, escalations, and service level agreements.
- EAT leverages QlikView across their organization, but also in IT, to better manage IT project delivery and services levels to the organization as a whole.
- A high-growth US based women's fashion apparel retailer leverages QlikView to track projects against plan and to prioritize IT Projects.
- A top 20 global retailer employs QlikView to manage and track people and projects, which includes time tracking, contractor procurement, resource planning, and staffing across thousands of IT professionals from data in 16 data sources.

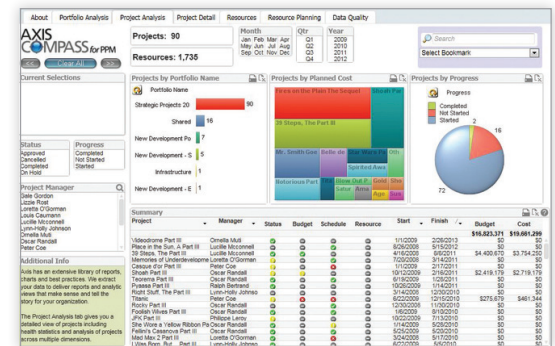
ABOUT QLIKVIEW



QlikView is the leading Business Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making.

Contact your QlikView representative to schedule a discussion and live demonstration related to this solution area.

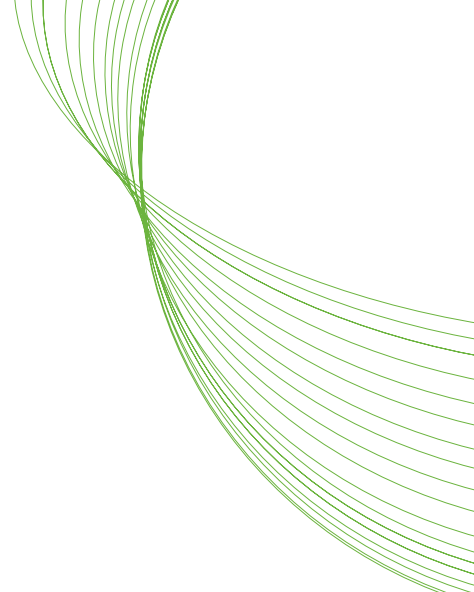
Visit us at: <http://www.qlikview.com/retail>



Project Portfolio Management App by Axis Group

“The AxisGroup Compass PPM (QlikView) solution gave us visibility to data that allowed us to achieve a \$10M spend reduction for the quarter, and we still delivered everything we committed to.”

Carol Church, CareFirst BlueCross BlueShield



INSIGHT EVERYWHERE

QlikTech has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.

For contact details please visit:

<http://www.qlikview.com/us/company/contact-us>

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