

KOTSOVOLOS DIXONS

A Management Information System adds value to the retail sales of home appliances.

Kotsovolos Group is the no 1 retailer for consumer electronics in Greece. Today the group operates 78 retail stores and employs more than 2.200 people. Kotsovolos specializes in the sales and after-sales service of high technology electronic products, computers, home appliances, photography equipment and telecom products.

Industry

Retail - Durables

Business Need

The timely and accurate transformation of a load of data aggregated in separate systems each day, into useful information for management decision making.

Solution

A Management Information System using BI products, an ETL component and an Analytics Server. On a daily basis, the MIS collects from the ERP and other peripheral data sources, data related to competition, product descriptions, stock, number of visits vs number of purchases per store and other detailed information concerning sales.

Result

The most important benefit of this solution is the everyday ease with which management can make informed strategic decisions, based on the right information, thus eliminating the possibility of an error.

The Challenge

On a daily basis, Kotsovolos stored large volumes of data in disparate systems that support its production processes. What was missing was a central storage and processing system for all that data, upon which different departments could draw for common pieces of information, in order to monitor daily sales in real time.

The Solution

Relational, designed and implemented a Management Information System, using BusinessObjects / Webi for corporate reporting, Sybase IQ for the MIS database and Informatica PowerCenter for the collection, processing and loading of data onto the MIS. The Data Warehouse Repository is made up of data marts, which focus on separate applications. The solution also includes the design and deployment of all necessary ETL processes for data retrieval from production systems, data conversion, cleansing and control, as well as the process of uploading all that data onto the Enterprise Data Warehouse Repository

Creating separate and distinct data marts in specific business units of the company responded to critical demands for dynamic analysis and processing of information, which was either entirely unavailable or static and limited. Data marts were put in place for Sales, Purchasing, Inventory, Loans and Cash.

Having a full MIS at hand, IT can now collect reports from the company ERP and a multitude of peripheral sources (such as spreadsheets and data bases) on a daily basis with information about competition, product descriptions, point of sale availability, operation schedules across Greece, number of visitors vs number of buyers per store, etc. Information is checked and after thorough processing is uploaded onto the IQ database of the MIS. This system makes for the central point of information and produces a full line of standard reports for management, store managers, sales and marketing and all relevant divisions of Dixons abroad

Benefits

The most important benefit of this solution is the daily ease with which management can make strategically critical decisions based on accurate information, thus eliminating the probability of error. Additionally, thanks to the Enterprise Data Warehouse Repository, which integrates scattered information into a unified and homogenous data retrieval system, users can have a unified and complete picture of company operations from a single source. A unified system also allowed for IT to track, check, correct and cleanse non-matching production data found on separate applications. Production data bases were relieved from arduous processes of data retrieval and data mining and IT staff is no longer required to spend endless hours into supporting those difficult processes.