

METRO CASH & CARRY



Industry

Retail - Food

Business need

To implement a data warehouse to facilitate better management decision making.

Solution

Sybase IQ on Windows Platform.

Result

- Lightning-fast query speeds
- Instant access to critical data
- Dramatically improved reporting accuracy
- Excellent performance

“Sybase IQ drives the management of METRO by providing dramatically faster, more accurate answers.”

George Voutyras,
IT Director
Metro

Sybase IQ allows METRO's management team to quickly drill down into critical financial and sales information. This valuable business data drives METRO's tactical product and pricing strategy, while lowering operating costs. Sybase IQ provides operating insight that helps METRO maximize profitability, while also providing the insights to construct a vision for tomorrow.

Company Focus

Founded in 1976, METRO is one of the largest food retailers and wholesalers in Greece. Initially established as a partnership of eight independent grocery outlets, it quickly expanded into both retail and wholesale/cash & carry operations. The My Market retail chain serves retail customers with branded and own-label product lines, while the METRO Cash & Carry operation provides a wide range of products to business operations including smaller grocery stores, restaurants, hotels, and similar catering and retail outlets.

The challenge

METRO was undergoing significant expansion within its retail and cash & carry operations. Having a holistic view of the business activity was impossible because of disparate data sources. Sybase IQ was selected to consolidate data for accurate and real-time business decision making.

METRO SA was founded in 1976 and now has 45 retail stores (My Market) and 34 wholesale operations (METRO Cash & Carry) throughout Greece. METRO SA now has the largest network of Cash & Carry operations in Greece, being present in all major cities and in most provinces within the Greek territory. From 2001 onwards METRO Cash & Carry has achieved 11 percent annual growth rate due to a strategy of continuous improvement of services and continued investment in expansion and modernization of its network. Thousands of product lines were available throughout the group, but pricing strategies varied significantly to meet wholesale and retail requirements. Competitive reaction also meant that management required the ability to change prices quickly. However, real-time margins, gross sales, and turnover by product category and store needed to be accessed instantly in order to ensure ongoing profitability. The continued expansion of its wholesale cash & carry operations had resulted in an explosion of data. However with the data being stored in many disparate systems it was proving increasingly difficult to integrate and access meaning information that management required achieving short- and longer-termed increases in market share and profitability. METRO management recognized that making business decisions based on investigating individual data points was not giving them true insights. Their goal was to combine and integrate data from these disparate systems to produce the real-time information necessary to drive their decisions.

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The solution

METRO implemented Sybase IQ to have the best information available to support these decisions. “The revolutionary design of Sybase IQ architecture and query speeds have benefited METRO in any number of ways,” George Voutyras, IT Director, METRO states. “Sybase IQ drives the management of METRO by providing access to real-time data in a true single-version of the truth. In-depth analysis of business activity including per store turnover and margins by product line and category is now a reality. This superior knowledge assists us in analysing the results of pricing initiatives by individual product line and store.” Simultaneously, METRO has gained true control over its profit margins, George Voutyras explains “Now we are quickly able to identify breaches of our gross profit margin guidelines. We can drill down to an amazing level, either to store, outlet category, sector, time period or even buyer level information.” Accessing this information in real-time gives METRO the ability to react quickly, thereby protecting and maximizing their profitability.”

The result

Implementing Sybase IQ has had a direct impact on METRO’s commercial strategy. The ability to develop insightful and tailored commercial offerings is now a reality; “The system allows us to monitor sales of every product group per customer or per customer segment. As a result, we have an accurate customer profile at all times and we can adapt our commercial approaches to meet their needs and drive demand,” says George Voutyras. Having dramatically faster and consistently more accurate information to monitor sales, profit and market share by product means that METRO can identify products that require immediate support. This valuable business data drives METRO’s tactical product and pricing strategy, while lowering operating costs. George Voutyras concludes, “Sybase IQ provides us with operating insight that helps us to maximize profitability, while also providing the financial information to construct a vision for tomorrow.”