base:

Base Detall Sport

Staying ahead on the pitch through a detailed knowledge of the sales results

Summary

The need

To protect its revenue, Base Detall Sport was looking for accurate information about the sales results in each of its partner establishments, but the information systems based on sheets of calculation created multiple versions of the truth.

The solution

Base Detall Sport collaborated with IBM Business Partner Saima Solutions to replace spreadsheets with a data warehouse solution based on IBM® Cognos® Business Intelligence software.

The benefit

With a trusted business data repository, Base Detall Sport can quickly identify potential problems in each store and take the necessary actions to improve the results and protect your income.

Base Detall Sport is a consumer sales company with 25 employees, specialized in quality sporting goods and advice on physical preparation. Base buy products from some of the leading sports brands, such as Adidas, Asics and Nike, and distributes them to its 300 partner establishments throughout Spain.

Turn disconnected data into useful and clear information

To supply sports products, from jogging equipment to football, basketball or tennis garments, to hundreds of establishments with thousands of customers it is necessary to identify the latest trends and connect them with the current demand in each center.

Tullio Imparato, IT Director of Base Detall Sport, explains in more detail: "Having a constant knowledge of sales, losses and customer preferences in each establishment is fundamental to design merchandising strategies as they drive sales.

We used to use spreadsheet processes to collect operational and financial data for each establishment. But, when using multiple spreadsheets, the different user groups and departments they tended to operate based on their own definitions of enterprise data, creating multiple versions of the truth."

IBM's advanced business analytics system translates into reliable and trustworthy results. "The feedback from our users on the IBM solution has been enthusiastic: they now enjoy complete peace of mind when analyzing and interpreting the sales reports generated by Cognos, because they know they are combining all his commercial prowess with the best technology in the industry," says Tullio Imparato, Chief Information Officer at Base Detall Sport.

Components of the solution

Software
- IBM® Cognos® Business Intelligence

IBM Business Partner
- Saima Solutions

This slow, error-prone, and decentralized analysis and reporting system hampered Base's ability to turn the huge amount of data collected daily into useful information and trends about customer behavior.

Best-in-class analytics system from IBM

After evaluating the available options, Base opted for the IBM Business Partner Saima Solutions as a collaborating company for the creation of a centralized, highly reliable business intelligence environment.

Laying the foundation for the new solution, Base worked with Saima Solutions to centralize its different data sources into one unique data storage solution, connected to the software IBM Cognos Business Intelligence. IBM solution gives Base the ability to create powerful, detailed queries to a source centralized trusted business data.

In the words of Tullio Imparato, "the reports generated in IBM Cognos Business Intelligence allow us to analyze business performance in different dimensions, which was previously extremely difficult. More importantly, IBM's solution gives us the flexibility to generate simple reports in easy-to-distribute formats such as PDF, XML, and HTML. This means that we can present the relevant information to each person involved at different levels of the organization.

"By simply clicking on the name of a specific establishment, those responsible for each department have a shared view in real time and reliable of the current status of sales, stock, losses, billing and risk. It is very important that our managers can make informed comparisons between establishments and take immediate action when identifying a problem."

Reaping the business benefits

By managing their reporting operations with the IBM Cognos solution, base department managers have accurate information at their fingertips, making all merchandising processes easier.

"Thanks to IBM and Saima Solutions, we can protect our income and continue working for continue to advance our business."
— Tullio Imparato, CIO, Base Detail Sport

Tullio Imparato says: "In addition to providing exceptional speed for our analysis and reporting tasks, the IBM's solution has allowed us to design and develop business decisions based on information at the enterprise level, in real time and with maximum reliability. Previously, we just didn't have the capacity to do all this."

He concludes: "With IBM's solution and the invaluable support of Saima Solutions, we now have a much better understanding of our operating results across the country. This information provides us with a deeper understanding of variations in customer preferences and allows us to identify the strengths and weaknesses in each establishment and take the actions of improvement needed. Thanks to IBM and Saima Solutions, we can protect our revenues and keep working to keep our business."

For more information

If you want to learn more about IBM Cognos solutions Business Intelligence, contact your IBM representative or Business Partner, or visit the following Web site: ibm.com /cognos

About Saima Solutions

IBM Business Partner Saima Solutions is a specialist in offering quality products, designing tailor-made solutions and managing complex projects, incorporating the most appropriate technology and responding to the different needs of each company.

To get more information about Saima products, services and solutions, visit: www.saimasolutions.com