



## IMPROVING SALES PERFORMANCE ACROSS A GLOBAL ORGANISATION THROUGH THE DELIVERY OF RIGHT ON TIME ANALYTICS

*'A major British multinational retailer with 700+ stores in the United Kingdom, 300+ stores spread across more than 40 countries and an annual turnover approaching £10bn is currently benefitting from the zizo® solution. The analytical platform delivered to our client is the only online means by which they can measure revenues across the entire business by year, month, week, day and by hour, 24x7.'*

In tough economic times, even the largest businesses can face extreme challenges. Retail provides some of the toughest challenges, with global businesses relying on complex IT systems to handle the increasingly difficult task of ensuring that the right stock is on the shelves and being sold at the right price, whilst being able to understand and predict customer behaviour.

Despite a significant investment in traditional database technologies, our client was not able to deliver timely analysis on sales performance to its frontline staff. This in turn caused repercussions up the management chain, with little or no analytics being delivered to the board to perform strategic analysis. Investment in this areas had to have a firm business case due to other project failures and a sharp, cost cutting drive by a new Chief Financial Officer.

A new solution had to be found that delivered significant return on investment while delivering major improvements in analytical capability. A significant POC was undertaken to determine the credentials of the zizo® platform – the results of which proved that zizo® really is 'what happens next'.

### Customer

London-based leading UK retailer of both food, clothing and other general merchandise

### Challenge

To improve Store and Stock performance analytics to deliver performance improvements whilst delivering significant and rapid return on investment

### Solution

With the zizo® data platform, our client was able to gain insights from near real time and historic sales data to understand performance across the business. The solution has over 7000 users, is updated every 15 minutes and is delivered to desktop, iPhone and iPad – with analysis on billions of rows of data.

### Benefits

- Improved reporting and analytics across all management levels of the business, globally
- Solution has been delivered on hardware costing under £30,000, generating cost savings across IT
- Analytics enables a more accurate understanding of store performance



During the POC, **zizo**<sup>®</sup> was able to demonstrate a number of critical capabilities.

#### **Compression**

The data given for the initial load was 2½ years of all EPOS transactions across the business, approximately 8 Billion rows. This equated to 7TB of raw data. This was compressed to 190GB in **zizo**<sup>®</sup>, a 35:1 compression ratio.

#### **Performance**

**zizo**<sup>®</sup> was able to perform 20 complex queries in the same time as the current data warehouse infrastructure took to perform one query.

#### **Return on Investment**

**zizo**<sup>®</sup> was able to prove significant savings in both hardware and software. In fact, the POC was delivered on a single 'off the shelf' server costing under £20,000.

Today, the **zizo**<sup>®</sup> Data Platform provides our client with an integrated data hub and analytics capabilities. The solution is updated every 15 minutes with every transaction from every store, and delivers advanced analytics to over 7000 users across desktop, iPhone and iPad.

The solution continues to deliver on a small hardware footprint, while supporting the high availability and disaster recovery requirements of a major organisation. The back-up window has dramatically reduced due to our compression, improving the availability of the now mission critical application.

Every member of management staff in every store is now able to see sales performance of every stock item down to colour and size, with the ability to drill down by specific categories, SKU's, regions and stores. This can be analysed by performance against today, yesterday, YTD, last week and last year – all within seconds.

With a better understanding of store & product performance and with a new ability to manage inventory levels and understand sales performance our client is seeing an upward trend in sales and profits.

In short, utilising **zizo**<sup>®</sup> to deliver advanced analytics across the business has reduced the costs while dramatically improving analytical capability and delivering a data hub which can be utilised to add new data sources to drive deeper analytical insight.

... Are you ready for your data revelation?

#### **Further Information**

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