

All company sales data in one easy and functionally rich BI application– decision making made easy

“ Now, for us is much easier to cover more aspects of our business with a single look, than it was possible at all, before the implementation of the BI solution. ”

Yavor Nikolov, Director Marketing and Expansion Policy

Hippoland is a Bulgarian company established in 2005 that develops a countrywide chain of hypermarkets, offering more than 20,000 products for babies and children. It provides a wide choice of high quality branded products in the following product groups: beds, car seats, baby walkers, baby accessories, large scale of toys for babies and children; garden toys, clothes, shoes, sports products, bicycles, products for the beach, inflatable products, cosmetics, books, stationery and writing and drawing supplies, etc. The company has more than 150 suppliers – established Bulgarian producers and importers of children products.



The BI project was realized with QlikView and provides reporting and analytics on a wide range of operational and commercial information. It covers detailed Sales analyses on Suppliers, Shops, E-shop, Cities, Customers, Items, groups and levels of Items, turnover, sales growth, ranking, etc. The solution provides comparative analytics for various periods defined by the users and includes also predefined (YtD, MtD, year, month, week, day). There is a specific focus on the monthly reports provided in a separate set.

Promotions are also followed by the BI Solution with close look on margins, surplus charges, amounts sold, shop performance, etc. Brands are very important for the company and a number of reports allow the managers to follow their performance and ranking closely.

Sales analytics by hour is a separate set of reports, and allows for optimized approach to daily trade and improved overall performance of the shops.

There is a dedicated Reports generator, where the users have the full freedom to define their own report by a number of criteria. The QlikView solution includes also detailed analytics on the company PnL.

The QlikView solution was implemented first in the Sales Department and afterwards in the Accounting and Marketing Departments. It includes also specific reports for the Management of the company.

The BI Solution is in Cloud environment, provided by external Data Center and reloads every night. The data source is the new company ERP System – Atlantis, (also implemented by Balkan Services). The historical data is made compatible with the new ERP database and is preloaded and fully available in the application.

The QlikView project implementation took roughly 10 months and further development in other business areas is envisaged.

Balkan Services was selected as a partner, because it is the leading BI Consultancy on the national market and because it can offer and implement integrated ERP and BI solution.

SOLUTION OVERVIEW

Hippoland

The company is developing a chain of babies and children hypermarkets countrywide.

Industry

Retail

Activities

Sell and distribution of a wide range of products for babies and children.

Coverage

Bulgaria

Users

CEO, Board of Directors, Product managers, Marketing and Advertising, Regional Managers, Accounting, IT Department.

Issues to be solved

The company had a few independent IT systems, with separate servers and databases and no integration. It was difficult to extract the data and prepare reports from more than one system and only the IT department was capable to do it. The accounting and the retail system often provided different numbers. No reports serving the trade policy and the development of the shop network were possible. The old solutions provided no analytical capabilities.

Challenges for the Company

To prepare the structure of all reports, describe the business processes and the data sources and to rework the old database and make it compatible.

Benefits

Now the company has a single point of truth and the BI solution provides correct data with no deviation. The data access is fast and easy for all users and they have a rich number of reports and analytics with various criteria. All products can now be tracked and the IT department is focused on its core activities. The CEO and the managers are able to make quick and adequate decisions, utilizing all company data in a single application.

