

Comet

Company: Comet

Industry: Retail

Solution

- The EMC Consulting team designed, built, and implemented a new business intelligence portal that clearly shows product sales and buying patterns on a store-by-store basis.
- Leveraged EMC Consulting's Tool Selection methodology to select new portal software.
- Worked with the Comet team on preliminary user acceptance testing, a successful store pilot, and the subsequent roll-out to the entire network
- New system enabled Comet to incentivise store managers and sales staff while driving administrative and in-store efficiencies.

Deployment Environment

- Business Intelligence Portal
- MicroStrategy

Knowledge sharing helps Comet to promote best practice, increase sales, and drive profitability

Company Profile

A leading electrical retailer with over 250 stores across the UK, Comet enjoys its market-leading position through a combination of guaranteed low prices, a diverse product range, and high-profile marketing.

Challenge

To maintain its competitive edge, Comet conducted a series of studies that revealed a marked difference in performance from store to store. Comet embarked on project "Odyssey" to discover what managers of these successful stores were doing and to share this information across the company.

Solution

Having previously worked with Comet on a data warehousing project, EMC® Consulting*, part of EMC Global Services, joined the Odyssey team to advise on a business intelligence portal capable of classifying and sharing sales, profit, and margin data across the retail network.

With the support of EMC Consulting, Comet selected MicroStrategy's Web Professional software as the basis for the new portal. EMC Consulting then worked in tandem with Comet's IT support team to adapt the chosen software, making the most of Comet's considerable investment in existing technology.

Highlights

- Improved management information gives the company's decision-makers greater scope for accurate, performance-led developments.
- With store managers now able to measure their performance against local stores, Comet can offer greater incentives for them to compete for a larger share of customer spend.
- Centrally stored and easily accessible data on individual sales performance gives store personnel an incentive to offer add-on purchases or upgrades to higher value products.
- Comet is able to deliver a faster, more focused response to consumer trends with stores polling sales data at the end of each day, ready for analysis the next morning.

Results

EMC Consulting ensured that Comet's Odyssey project delivered a solution that supports store managers, enabling them to increase the share of customer spend by selling more, higher value products. The company's senior management team also has a tool that enables them to spot manager potential and increase profitability with the help of accurate, daily sales information. By presenting operational data in a consistent, easy-to-access format, EMC has given Comet the ability to streamline its business processes, removing duplication of effort and inconsistencies.

* EMC Consulting delivered this project through acquired UK-based company, Conchango, which combines consulting skills with creative and technical expertise.

"This MIS system has enabled us to better manage our retail business against critical KPIs. EMC Consulting took time to understand our culture, then provided technical leadership and expertise to deliver a quantum-leap improvement in our management information systems."

Andy Hicketts
IS Development Controller, Comet

