



Fortune 100 Grocery Retailer Promotional Analysis System

Business Challenge

Promotions in the retail grocery business have been around as long as the retail grocery industry itself and they are a large and critical component to each and every grocery store. An effective promotion can generate substantial revenue and create the brand recognition that is so important in this industry. Until recent years much of the promotional planning and marketing was based on long standing assumed industry methods. However, the problem this presented was very slow access to immediate information on the impacts of promotions, which delayed the real-time decision making required to take advantage of new opportunities.

With the innovations in today's technology, category managers and promotional planners are looking for a more scientific approach to the promotion life cycle. This Fortune 100 Grocery Retailer knew they needed a world class Business Intelligence solution for planning, tracking, and analyzing all aspects of their promotions nation wide.

"Thank you for your support, we couldn't have done it without you"

- Director, Application Services

Solution

Our solution was to create a new end to end Business Intelligence Solution using the customers existing technologies. The process starts by collecting planned promotional data when the promotion is finalized from SAP-Khimetrics Promotional Planning Software, the promotional data is then integrated with actual detailed POS transactional data, and finally all the data is transformed into a highly optimized snowflake schema on Netezza. A new MicroStrategy environment was then created to support all the reporting and analytical needs of the business.

Brightlight Consulting took full ownership of the Business Intelligence aspects of this initiative. We designed a highly optimized data model and migrated some existing data from Oracle to the new Netezza Data Warehouse Appliance. We designed and built all the ETL processes, pulling data from multiple source systems. We also designed and built a new generation of reports on MicroStrategy which adhered to existing MicroStrategy standards. We closed the engagement by providing detailed documentation on all aspects of the project and trained the client on the use of the new system.

Outcome

The final solution processes over 10 million records of detailed data on a nightly basis. Leveraging Netezza's high performance loader and custom ETL/ELT optimized for Netezza (and containing very complex business logic), the entire nightly ETL/ELT process runs in 2.5 hours. The schema on Netezza has been optimized for ETL/ELT and MicroStrategy providing significant performance at both ends. Even the most complex MicroStrategy reports going after detailed data are running in just a few minutes. The ability of the category managers and promotional planners to go after detailed un-summarized, near real-time data gives them significant insight into their business allowing them to be pro-active and not reactive. The client was thrilled with the quality Brightlight delivered, both on-time and on-budget.

Business Intelligence Services

Brightlight Consulting is a Business Intelligence and Data Warehousing consultancy dedicated to helping our clients get exactly the **right information - to the right people - at the right time**, to empower decision-making that will significantly improve profitability, cost efficiency and competitive advantage. Brightlight brings deep technical knowledge of all the latest BI tools, but our experience tells us Business Intelligence technology is only as effective as the strategy it fulfills and the people it enables.

Brightlight Consulting's success is based on the belief that building a consulting firm exclusively focused on Business Intelligence Services will attract a community of deeply experienced consultants with a passion for Business Intelligence and Data Warehousing. In turn, we are able to bring our clients a depth and breadth of capability and a commitment to deliver with uncompromising dedication to quality and integrity.

Brightlight's portfolio of Business Intelligence Services can help you build an information strategy to monitor your KPI's, architect and design your BI or DW solution, and develop a solution using the most cost effective technology available. We can then deploy the solution making sure improved business processes are enabled along the way.

Brightlight is able to deliver a full lifecycle solution, or you may utilize our expertise for a focused portion of your project that will benefit most from our experience. If any of the following service offerings can be useful to your business, we would be happy to discuss your project or business need.



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