

Targeted communication to your sales channels by the use of meaningful dashboards

Van Marcke – Case Study

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Agenda

- Who is Van Marcke
- Project Context
- Project approach
- Solution Design
- Project Results
- Why Forcea
- Lessons learned



Who is Van Marcke

- Family owned Belgian company
 - Active in Be, FR, LU, CH, VS
 - 1.500 Employees
- Markets
 - Professional customers
 - Consumers
 - Do-it-yourself chains
- Routes to Market
 - Technics: 100 inventory points
 - 18 inspiration stores and Big Blue Points
 - Regional contact centers
 - 40 sales representatives
 - Online
- Vision
 - Leadership in products and services: technological innovation with respect for the environment
 - Customer intimacy
 - Operational efficiency



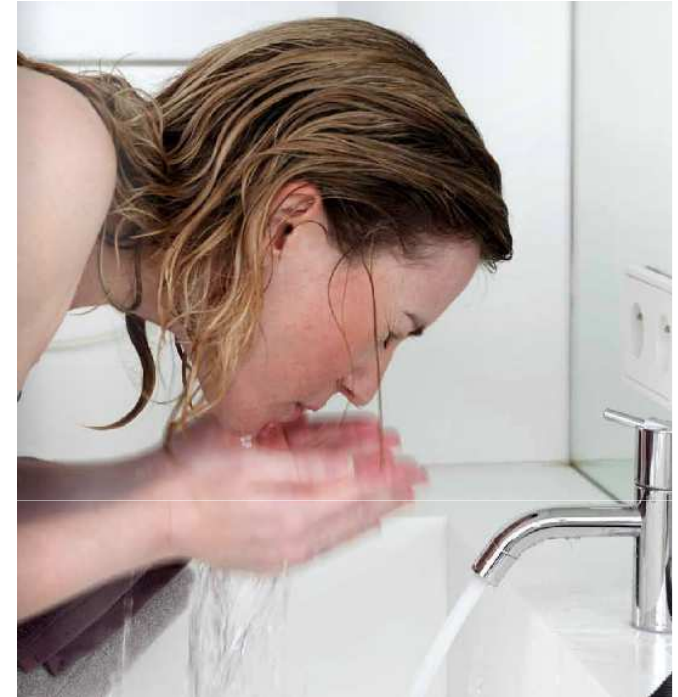
Project Context

- Business
 - Sales transformation project
 - Need for transparent and visual communication on KPI & achievements
 - Need for business 'self-service'
- Technical
 - IBM Showcase Essbase/Web Analytics end of support
 - Too much analysis possibilities → conflict with one view of the truth
 - Complex security set-up



Project approach

- Identify partner with necessary skills (Forcea)
- Proof of concept
 - validate feasibility/usability
 - Initial skills build up through coaching
- Architecture definition
- In depth technical training
- Project ownership and development done in-house with coaching and guidance from Forcea

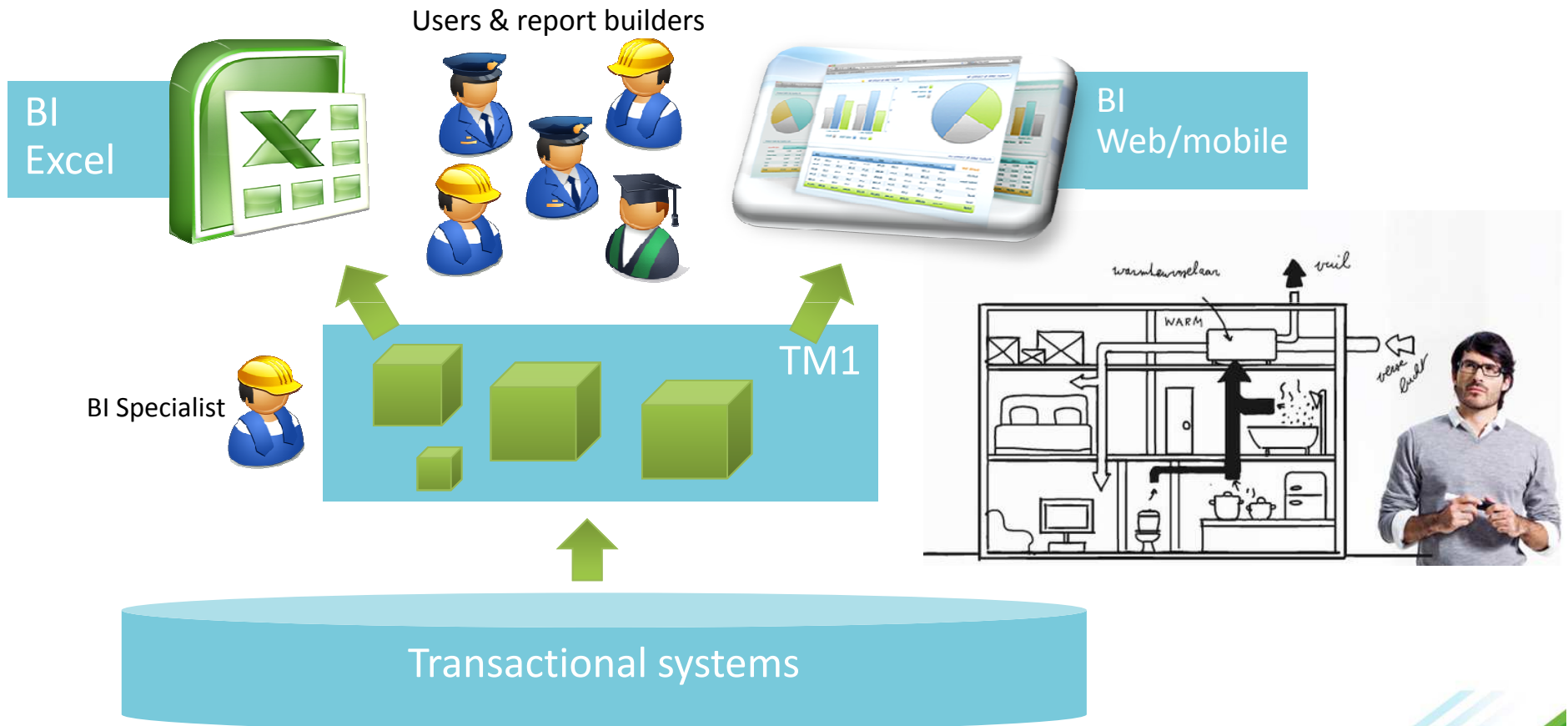


Solution Design 1/2

- Strong base to start from (IBM Cognos TM1)
 - Scalable and flexible with standard processes
 - Ease of maintenance: model & security
 - Performance in loading thanks to 'ad-hoc calculation'
 - Real-time engine, extendible to Planning processes (write back)
- Unleash Dashboards (Report Studio)
 - The correct information to the correct user
 - Immediate overview of personal KPI's
 - Mobile users
- Analysis
 - From the web (Workspace Advanced)
 - From excel (Perspectives)



Solution Design 2/2



Project Results

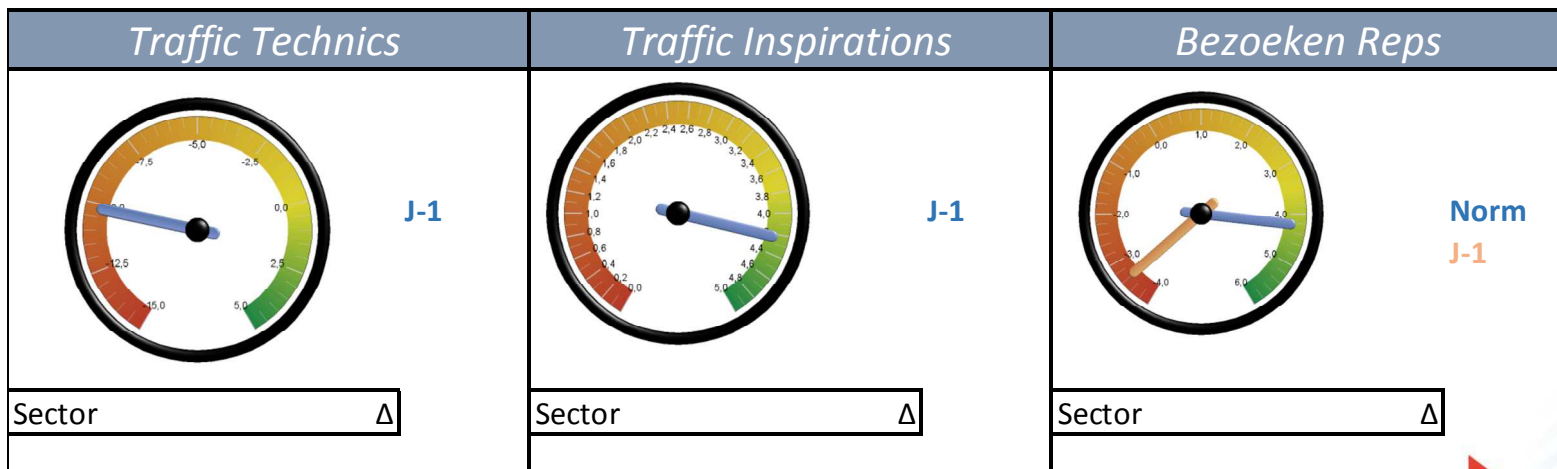
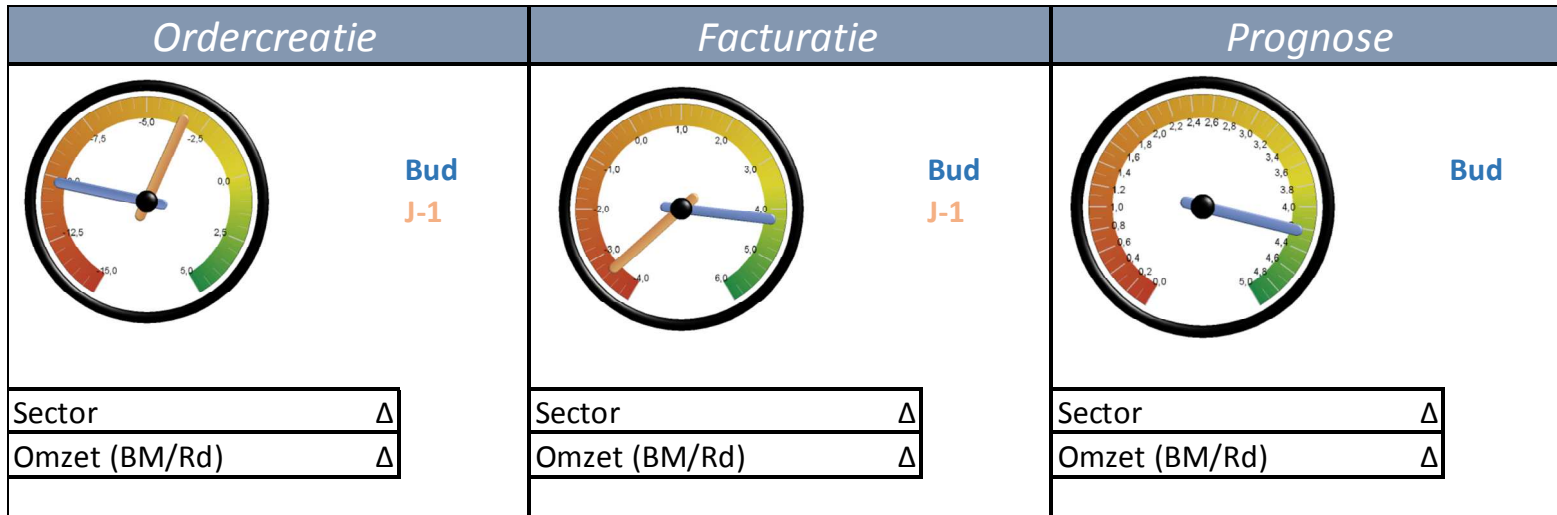
- Done
 - Proof of Concept
 - Training and knowledge transfer
 - Technical and functional analysis
 - TM1 cube development
- Ongoing
 - Report and dashboard development
- Planned
 - Extension of 'POC' Security model to multiple roles
 - Roll-out to other business units (Finance, Supply chain, Logistics, Transport, HRM...)



All development done by Van Marcke resources,
supported by Forcea



Dashboard Screenshot





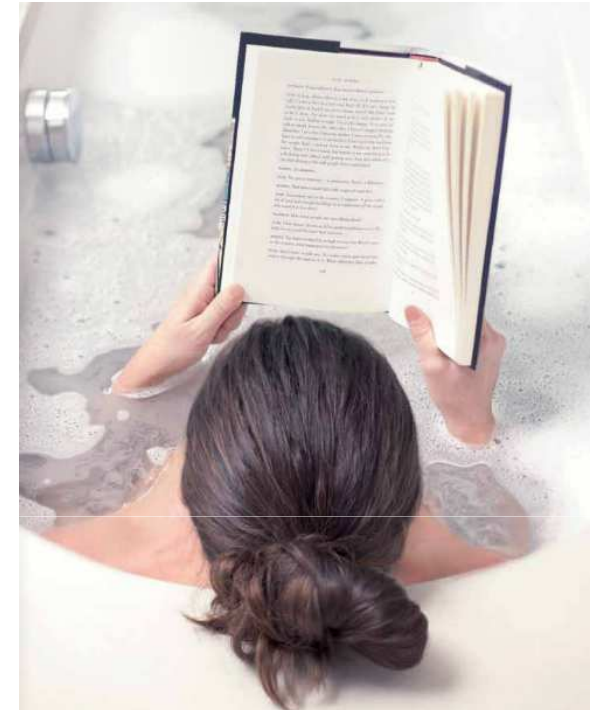
Why Forcea

- Suggested by IBM
- Expert knowledge on
 - Essbase, Cognos BI and TM1
- Successful collaboration during POC
- Project approach with detailed project plans
- Partnership based on advise and coaching
- Education possibilities



Lessons learned

- Project is much more than just IT
 - Do not underestimate the complexity to define meaningful KPI's based on common insight
- POC has been very useful
 - Test feasibility
 - Understand complexity for skills build up
 - Understand opportunities for the organization
- Learning curve.
 - IBM Cognos offers a lot of possibilities → need for a trusted advisor
 - Make room for education
- Learn how to walk before running



Questions ?



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Realize the art of the possible.



Thank You!

