

BI Solution Helps Justerini & Brooks to Gain Business Insight

Challenge

J&B sells wine to an international network of private clients, merchants, restaurants, hotels & catering firms, but needed more dynamic, accessible reporting to add value to their decision making process and support growth.

Summary

J&B has used Maginus OMS for many years to control sales, inventory, purchasing etc so it was the obvious decision to engage Maginus to deliver an innovative reporting solution based on the Microsoft data warehousing platform. With it, J&B has increased efficiency and accuracy, enhanced collaboration with customers, improved agility, and achieved unprecedented insight into their data.

The new BI solution has been transformational to the business through, simplifying reporting and improving customer information, enabling better, more informed decision making.

Business Requirements

J&B staff had quite complex reporting requirements to understand the sales and profitability of products across different channels. They required data from a number of different systems to be amalgamated and interrogated. The analysis needed to be available to all relevant employees who had different requirements and different BI skill levels. The new platform therefore had to be easy to use and flexible.

Quick Facts

www.justerinis.co.uk

Industry

Wine

Customer Profile

Fine Wine Merchant

Maginus Solution

Maginus OMS & BI

Customer Benefits

- Unprecedented Data Insight
- Improved Agility & Collaboration
- Improved Efficiency & Accuracy
- Helps IT Team Drive Innovation

Solution

Maginus delivered an innovative reporting solution based on the Microsoft reporting platform. The Maginus-hosted solution - which includes Microsoft SQL Server, Microsoft Excel 2010 PowerPivot and SQL Server PowerPivot for Microsoft Excel - offers fast performance, an intuitive Excel interface, and centralised access to reports. "After seeing what the reporting solution from Maginus could do for us, we were thrilled with the potential it gave us," says David Brown, Business Support Manager at J&B.

Maginus deployed the solution, which uses Microsoft SQL Server Integration Services to collect real-time data from three disparate corporate systems, in just 3 months. Just 3 months after go-live, the data warehouse contains 3 million records and nearly 100 GB of mission-critical data and gives enterprise wide access to the data. The initial implementation included 20 standard Excel reports which enabled the end user to have self-service BI allowing them to analyse data based on 20 different business perspectives including sales, margins, producers, or locations. People are now able to concentrate on providing more value & insight to the business.

J&B has achieved unprecedented insight, increased efficiency and accuracy, and facilitated agility and collaboration from the new BI solution.

Unprecedented Data Insight

Employees can access valuable metrics on a scale not seen before. Reports include 7 years of transactional data, and users can analyse hundreds of business scenarios. David Brown commented, "We can now drill down into data to understand product performance and trends across our business, at specific warehouse & channels, and by producers & customers."

Improved Efficiency & Accuracy

Highly available and easy to use, the solution gives employees instant access to reports around the clock from a central portal. "We work in a global market that is changing rapidly, so it's refreshing to be able to ask questions and get the answers right away" says Lisa Waight, Systems Manager. In addition, the integrity of data is no longer in question. Lisa says, "Reports provide clearly defined information, but the raw data is there if you want to see it or modify how it appears."

Improved Agility & Collaboration

Because reports use the same set of data and are formatted in predictable templates, the company has enhanced collaboration and strengthened relationships with Account Managers & other teams. "Transparency of data is now standard at J&B", David explains, "We can immediately initiate meaningful conversations because now our data is in the hands of those who need it the most. We can make better decisions faster—and it takes us less time to see the results of decisions in our financial performance."

Maginus manages all aspects of reporting and can make most changes in just hours, further boosting agility because J&B has one less IT challenge. This includes modifying reports, adding users, and scaling the solution to store data about 5 million new customer transactions each month (excluding inventory transactions). In addition, the solution will grow to incorporate significantly more users and data.

Helps IT Team Drive Innovation

The solution also helps the J&B group IT department partner with the business to bring new services to market. "With SQL Server, we can try new things without worrying about cost, so the IT team can think strategically about how to improve member services and really drive business innovation," says David. "In addition, the integrated development environment in SQL Server gives us an agility that is vital in our industry."

Improves Member Services

The new solution's reporting and analysis tools will help the company retain and gain customers by providing them with better service. "With the enterprise wide views from our SQL Server data warehouse, we can keep the customer at the centre of everything we do as the visibility of our performance data allows us to make informed decisions about marketing and focused selling to our client base," says David.