

CASE STUDY

Packaged Application Services National Retail Chain

ABOUT EMTEC[®]

Emtec is the right size provider of technology-empowered business solutions for world-class organizations. Our local offices, highly-skilled associates, and global delivery capabilities ensure the accessibility and scale to align your technology solutions with your business needs. Our collective focus is to continue to build clients for life: long-term enterprise relationships that deliver rapid, meaningful, and lasting business value.

PACKAGED APPLICATION SERVICES

Emtec is a leading implementer of Packaged Applications. We help reduce costs by streamlining processes and providing application package expertise. We partner with our clients to provide subject matter expertise around the entire lifecycle of your application. Our specialty practices include, Microsoft, Oracle, PeopleSoft, Hyperion and SAP.

- ERP
- CRM
- BI

FIRM PROFILE

National grocery and supply chain company with 2000 grocery, 800 pharmacy and 3000 supply chain operations across the US.

THE BUSINESS CHALLENGE

One of the pioneering efforts to ensure success in retail is to establish Safety. This client has a dedicated Safety department working to improve safety in all stores across the nation driven by Claims analysis.

It is extremely crucial to analyze claims, safety expenses, and make required adjustments and improvements to enhance safety plus avoid high claims at the stores. This process requires continuous analysis of all stores across the nation on a monthly basis; determining the stores with the highest rate of accidents and claims. This analysis determines which stores need extra safety measures such as further technology, tools and training. These efforts increase safety plus reduce the amount of claims against the stores.

A basic measure this client utilizes to analyze accidents in stores is AFR, Accident Frequency Rate which gives them a basis for determining stores which have the highest accident rates and claims. After determining worst performing stores, the claim location and cause is determined. Then necessary measures are taken at those particular stores to avoid the high accident rates.

Safety department at this client needs to report against its accidents and store claim analysis every month to proactively identify problem stores and take action. Previously this information was stored in multiple data silos and was not easily accessible to business users. Every month IT built individual reports against these data silos and multiple excel spreadsheets were sent to Safety team. Safety team then manually merged this data into a single source and created calculations and

static reports. This was a lengthy process that got repeated every month and resulted in static reports that lacked the capability of slicing and dicing, drill down and detailed analysis. Besides a lengthy manual process of creating these reports, this lack of interactivity made it difficult to identify stores with issues, determine type of claims and perform any comparative analysis from month to month.

THE SOLUTION

Emtec helped improve Safety Analysis timeline and efficiency by converting their current disparate reporting efforts to a single point of live analysis provided by OBIEE.

Emtec worked with business users to define requirements for interactive reporting and analysis. With continuous interaction with stakeholders, an OBIEE repository environment was built on top of their current claims and safety system. Data from the claims system and certain independent data extracts were merged within OBIEE. The appropriate Business Model was built to provide a basis for claim count and AFR analysis by multiple dimensions including incident type, incident location, claim cause, etc.

Within 12 weeks, a complete BI solution was built to meet Safety requirements for AFR and Claims analysis. Interactive dashboards with guided navigations and drillable reports were created along with ad-hoc analysis capability for business users that provided immediate insight to accident frequencies, types, locations, etc.

“ According to the client, the ROI for the tool and implementation was achieved in first six months. The real time insight provided by this analytics system helped save over \$10 million in first year of going live. ”

APPROACH & METHODOLOGY

Using Emtec's proven project methodology, the team structured the project into a five-phased approach to achieve the goals and objectives set forth by the client. This approach sets key deliverables to an attainable timeline with the appropriate resources and provided a constant insight to stake holders with defined milestones and deliverables.

PHASE I – STRATEGY

During this phase the project charter was created. Project resources, stake holders were identified and high-level project plan was constructed with major milestones and check points. High-level project plan was signed off.

PHASE II – DISCOVERY

The current reporting structure was analyzed and requirements for desired state were documented. JAD sessions with business and technical teams laid the foundation for the system design. A detailed project plan with WBS was created and signed off.

PHASE III – DESIGN

Once all requirements were finalized, the overall design was created for OBIEE Common Enterprise Information Model. A working model for KPIs and dashboards was created along

with the application security structure. A sub-phased approach was adopted to provide a working environment for the Safety team while adding more reports and dashboards to the system in subsequent phases. Design was documented and signed off.

PHASE IV – CONSTRUCTION

All modules of the solution were built, physical model, business model, security, reports and dashboards. Each module was individually tested for bugs and was reworked as needed.

PHASE V – TRANSITION

Once the system was tested to satisfaction by the project team, a pre-defined group of power users were allowed in the system to perform QA. Any issues reported during QA were fixed and the system was ready for production roll out. Several knowledge transfer sessions were held and once IT team was ready, the reporting system was rolled out to Safety users.

TECHNOLOGY

- Operating System: Microsoft Windows Server 2003
- Database: Oracle 10g R2
- Software: Oracle Business Intelligence Enterprise Edition (OBIEE) 10.1.3.4.1

RESULTS

The Safety team managers now have immediate insight to current claim counts in stores they manage and upper management can view month-to-month changes for overall accident frequency rates and claims promptly. Reports start from the division level and allow drill down to the individual store level. Total claim counts allow for drilling into the detail of individual claims, claimant, location, etc. Users now can interactively change the organization level, selection, timeframe for the reports with dynamic prompts. End-users can create different reports from Analytics without the help of IT to get access to the data.

OSHA compliance reports are automatically produced each quarter using OBIEE scheduler and are mailed to compliance department.

The Safety team can now spend more time on analysis and implement safety measures faster with new methods for preemptive actions.