Case Study:
Efficient & Effective Publishing
in a Multinational Retail Environment

Salling Group

Brabrand, Denmark

SOLUTIONS USED: **[APOS PUBLISHER]**

BACKGROUND:

The Salling Group is the largest retailer in Denmark. It has its roots in the original Salling department store, founded in 1906 by Ferdinand Salling. The company now owns approximately 1200 discount grocery stores and 70 convenience stores with 40,000 employees in Denmark, Poland and Germany, including 1,500 working at corporate headquarters in Brabrand, Denmark.

The Salling Group rests on a strong foundation. It is 100% owned by Salling Funds, and a portion of its profits are earmarked for charitable causes. The Salling Group's store chains are:

- **Netto -** discount supermarkets
- **Føtex--** large supermarkets (with many non-food items)
- **Bilka -** hypermarkets
- **Salling -** department stores

The Salling Group is an SAP shop. On the Business Intelligence side, they are currently using SAP BusinessObjects BI 4.2, SAP Analysis Office, Lumira Designer and BEx.

CHALLENGE:

We had occasion to speak with Simon Søvsø Høholt (Manager, BI) and Elena Papadopolou (BI Specialist in charge of implementing and documenting the APOS Publisher solution), and they described the challenges they were seeking to overcome.

According to Simon:

> Every morning before 8 o'clock, we have to get up-to-date sales figures and other information to all of our stores so that they can effectively manage their store operations locally. It is very important that we are able to publish these 7,000 plus Web Intelligence reports as quickly and efficiently as possible, before new BI activity begins at our headquarters, because the increased usage occurring at the same time as we are publishing reports to the individual stores causes a substantial performance hit on the BI system. We observed that the volume of reports, coupled with ongoing BI activity, were making it impossible to meet our service level agreements with our BI users.

Their investigation of potential solutions led them to APOS.

SOLUTION:

Salling Group implemented APOS Publisher to meet these challenges. APOS Publisher allows them to publish 7,000 plus personalized reports quickly and efficiently, providing necessary information to store stakeholders before personnel at corporate headquarters began to work with the BI system. APOS Publisher allowed them to meet and exceed their service level agreements with all parties.

APOS Publisher allows the Salling BI team to provide better SAP BI performance, because Publisher does not need to access data on the system each time it bursts a report instance. Publisher accesses the data once, then slices it according to the bursting definitions for delivery. APOS Publisher decreases the load on the BI system while increasing the Salling BI team's ability to reach more employees. Salling Group is now able to reach more report recipients in a shorter time - simultaneously in fact - while placing less stress on their BI system.

In addition, APOS Publisher also allowed them to expand report distribution beyond upper management at each store location to frontline workers, empowering all employees to perform their tasks more efficiently and cost-effectively. This is having a very positive impact on employee engagement and organizational culture.

Salling began by implementing the APOS Publisher solution in their Netto stores and see great potential moving forward with the solution for their other chains, including the Føtex chain.

WHY APOS?

Elena, who was responsible for implementing the APOS Publisher solution, noted that the APOS team, including their APOS Account Manager, Pre-Sales Consultants, and Customer Support personnel, were extremely helpful in assisting Salling Group to implement APOS Publisher in a timely manner:

> The most challenging part of the implementation was configuration of bursting to meet our unique system requirements. We needed to align our development and production environments more precisely so that we could test efficiently and promote the solution in a timely manner. Through a lot of back and forth with the APOS support team, including a remote connection to our system, they were able to guide us to resolve all of our issues quickly.

The Salling Group's BI team uses HANA views to group recipients by store and filter distribution of reports. Elena pointed out to us that it was APOS Customer Support that formulated this solution for them.

ABOUT APOS

Formed in 1992, APOS Systems is a global provider of solutions which enable well managed Business Intelligence and Analytics. APOS solutions improve the return on your BI and Analytics investment through enhanced platform management, providing automated and simplified administration, detailed platform auditing and monitoring, robust archive, backup and restore capabilities, enhanced content publishing and distribution, detailed BI query awareness and controls, enhanced data connectivity, and targeted solutions to speed and streamline platform migrations.

APOS solutions simplify, automate, complement and extend your BI and Analytics platform management practices.

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