

Customer Profile

Bristol (Euro Shoe Group) – a European, Benelux-based retailer specializing in shoes, clothing and accessories. Bristol has retail stores throughout Belgium and the Netherlands. Bristol is a Belgian family business that has been offering trendy and accessible fashion to families in the Netherlands and Belgium for almost 100 years.

- 1,000 employees
- Approximately 200 Bristol stores in the Netherlands and Belgium
- 100% family-owned, and CEO is the third generation at the helm



BRISTOL

Landscape

Bristol uses **SAP Analytics Cloud** as its Analytics platform. They needed a timely means of distributing personalized sales reports in PDF format to store management on a weekly basis. The timing of report delivery was critical for Euro Shoe Group's scheduled sales meetings. Personalization was also critical: each store needed information specific to its previous week's performance.

Key Player:

- BI Team Lead
- Information Communications Technology Analyst

Affected Roles:

- Network Security
- Store Management
- Sales

Customer Problem

Core Challenge

Bristol needed to get weekly sales dashboards in PDF format to hundreds of retail stores simultaneously to allow review of KPIs and collaboration between stores.

Problem: SAP Analytics Cloud Publications functionality did not meet their report distribution needs.

Pain: Store management could not receive sales dashboards in a timely manner to facilitate KPI review and inter-store collaboration.



Customer Problem

Solution Requirements:

Timely Broadcasting

“Push” broadcasting to non-SAC users to ensure timely receipt of reports, improving accountability within the sales organization and encouraging involvement at the store level.

Personalized Dashboards

Delivery of store-specific key performance indicators and actual sales figures drawn from a BW data source, providing comparable information and consistent measurements between stores to enable collaboration between stores.

Granular Control

The ability to monitor the broadcasting process to ensure prompt delivery of reports to all stores.

Solution Barriers:

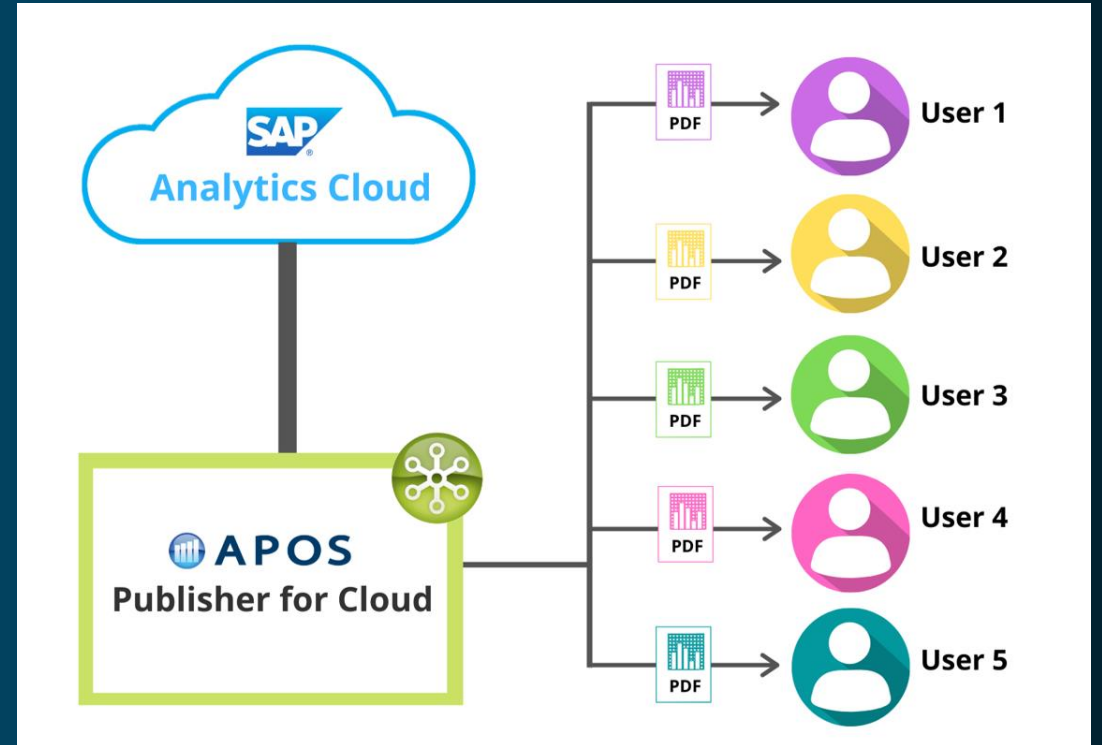
SAP Analytics Cloud Publications restrictions:

- Most recipients are non-SAC users
- Limits on volume of Publications

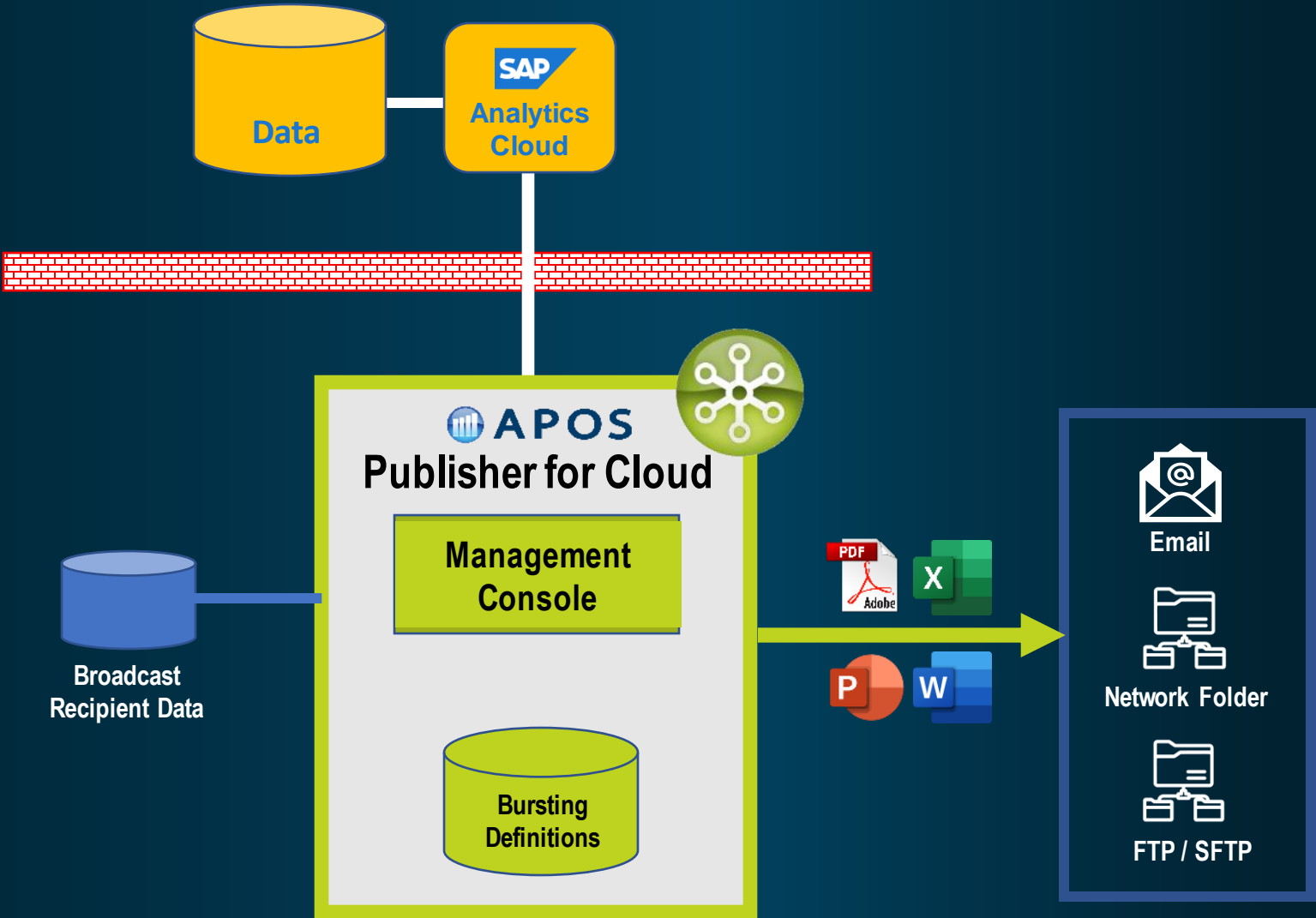
Finding the Solution

Using [APOS Publisher for Cloud](#) for timely, personalized internal & external dashboard distribution

The solution functions to broadcast the right information to the right people, at the right time, and in the right format.



Solution Architecture



Solution Considerations

Automated, Targeted, Data-Driven Broadcasting – Dynamic, data driven processes let them push PDF dashboards via email to the people who need it, when they need it.



Strategic Timing – Tailored reports delivered at the specific times required by their sales workflows for maximum impact on decision making and job execution.



Personalized Data – Simplified user experience with offline consumption of the filtered and personalized data they need.



Distribution Monitoring – Ability to monitor distribution easily from an administrator account to ensure timely delivery of KPIs and sales data.



Tailored Format – Consumers receive the information they need in the convenient and specific format they require for immediate use, removing connection barriers.



Ease of Use – Data-driven bursting capabilities for “set and forget” broadcasting.



Outcomes

APOS Publisher for Cloud met all of Bristol's broadcasting requirements.

Customer Success

"Thanks to the APOS Publisher for Cloud solution, all stores receive, in an automated way, a weekly dashboard with the sales KPIs of the previous week for their store in PDF format. The dashboard gives a clear picture of their store's sales results and stock, and these figures are compared to a cluster of comparable stores. Thanks to this information, the store manager and their team can manage the store perfectly, see where there is still potential and take the necessary actions.

- Roelof Vandelook, BI Team Lead