Customer Profile

Bristol (Euro Shoe Group) is a European retailer of shoes, clothing, and accessories with locations throughout Belgium and Netherlands.

- 1000+ employees
- 220 retail store locations
- Almost 100 years in business

Landscape & Core Challenge

- SAP ERP and BW customer
- SAP Analytics Cloud is BI and analytics platform

- Store managers require access to weekly KPI reports to support store level decision making and operations management, providing regional store comparisons

BRISTOL

APOS

Solution Requirements:

Bristol needed to get weekly sales and inventory dashboards in PDF format to all of retail stores simultaneously to allow review of KPIs, enable collaboration between stores, and improve accountability.

- **Personalized Dashboards** - delivery of store-specific key performance indicator reports and actual sales figures drawn from BW data source

- **Timely Broadcasting** - broadcast reports to non-SAC users at strategic times

- **Granular Control** - ability to monitor the broadcasting process to ensure prompt delivery of reports to all stores.

Solution Barriers:

- Most recipients do not have direct access to the SAP Analytics Cloud system
- Limits on volume of SAP Analytics Cloud Publications

Problem & Pain:

SAP Analytics Cloud Publications would not function to meet their report distribution needs. Not providing this store level information in a timely and effective manner would mean that store operational efficiencies would be compromised.

Customer Problem

Outcomes

APOS Publisher for Cloud was deployed to address the solution requirements of store-specific KPI reports delivered to each store at critical weekly timing and provide the needed broadcast process monitoring and controls.

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

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