

# Customer Profile

A European, Benelux-based retailer specializing in shoes, clothing and accessories has retail stores throughout Belgium and the Netherlands. They are a family business that has been offering trendy and accessible fashion to families in the Netherlands and Belgium for almost 100 years.

- 1,000 employees
- Over 200 retail stores
- 100% family-owned

# Landscape

The company 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 their 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

The company 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



## 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.

## Barriers:

### SAP Analytics Cloud Publications restrictions:

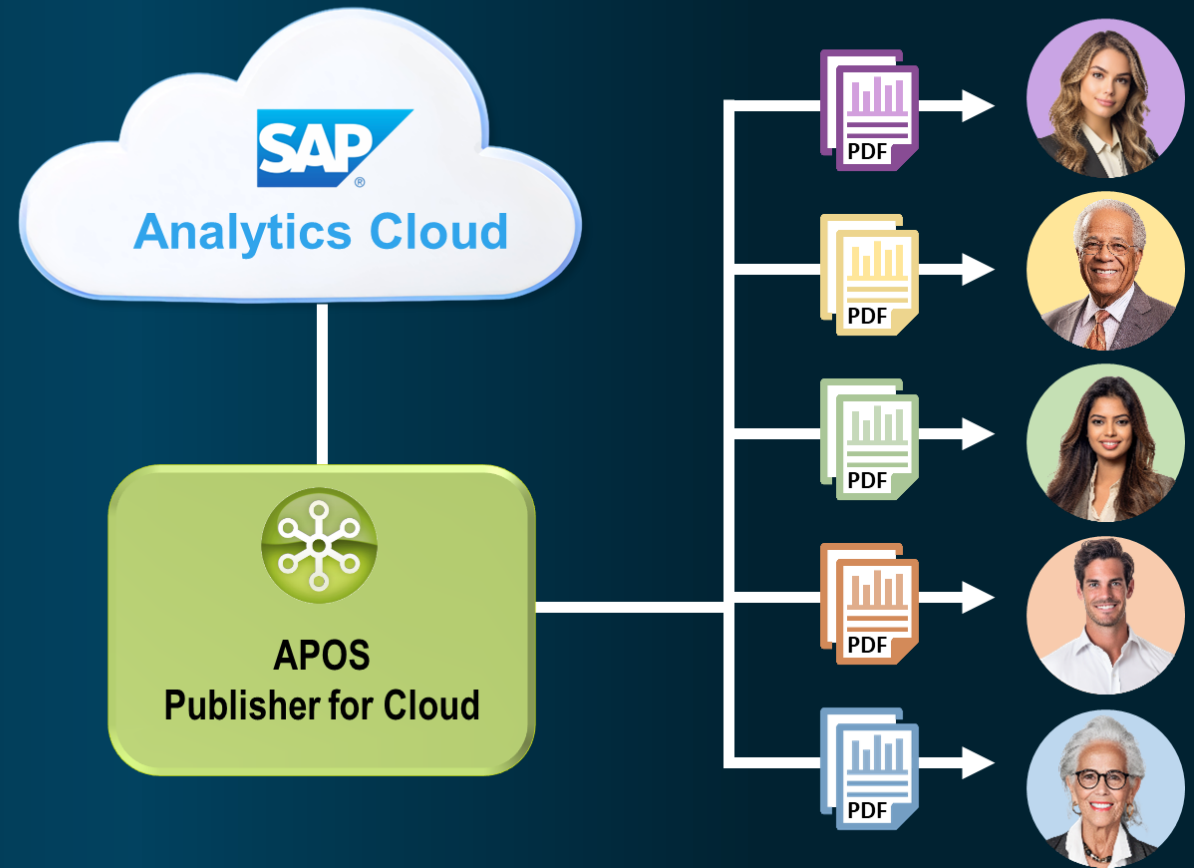
- Most recipients are non-SAC users
- Limits on volume of Publications

Customer Problem

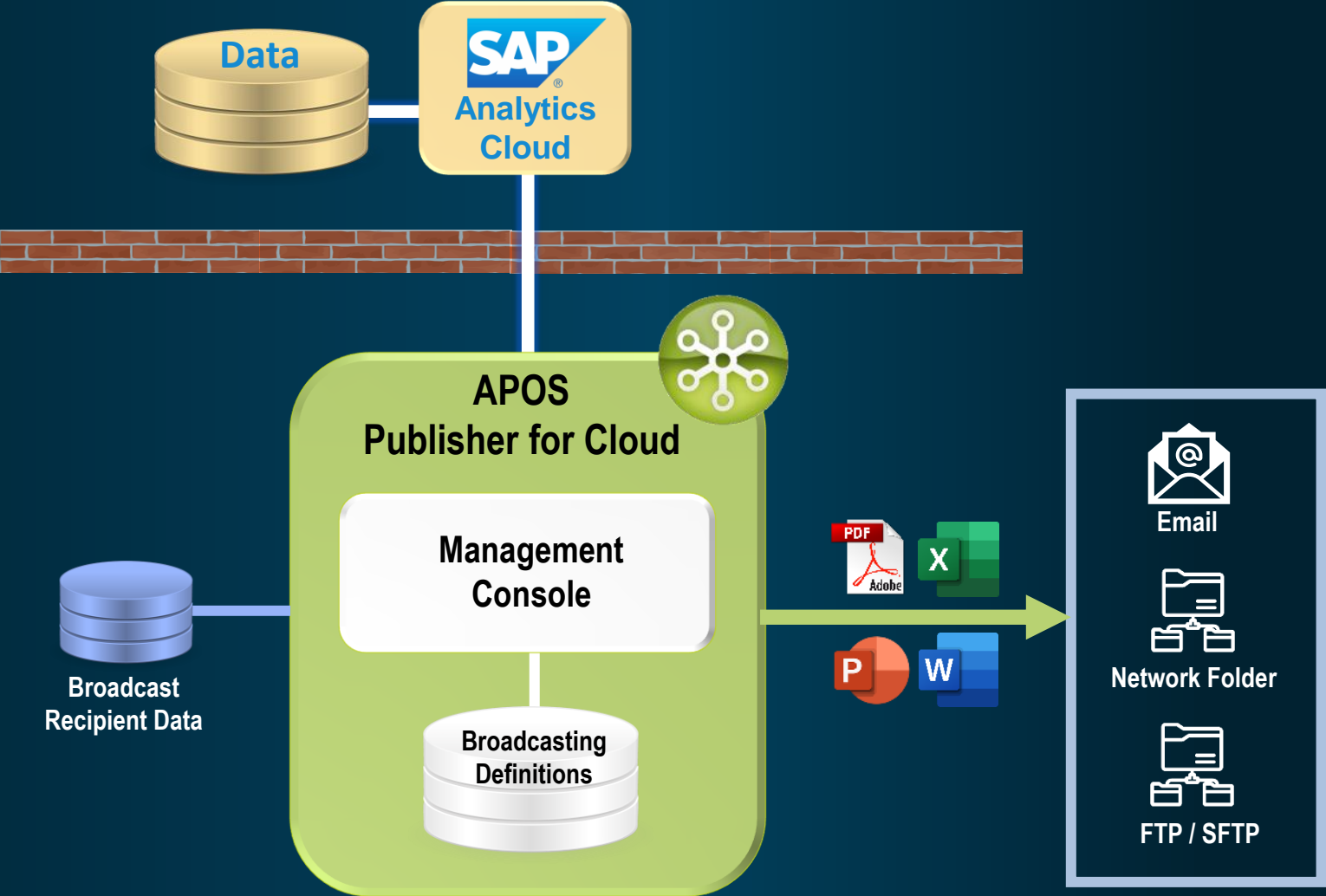
# Finding the Solution

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 this company'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.

- BI Team Lead