

THE PROBLEM

A typical week for Nick Peters in his IT director role at Cruizers Convenience Stores consisted of long days importing data to create standard and custom reports for many in the company who requested them. The process usually took hours, leaving Nick little time to handle his many other tasks. And while the process was cumbersome, he thought it was as good as it was going to get. He'll tell you now he was wrong.

Major Issues:

1. Cruizers reporting and analysis process was static and not efficient. View data on one product for all stores or data for one store with all products. Review this year, or last year, but not together. Forget about seeing all the categories, or sub categories, or SKUs by all the stores year over year. In some cases it was impossible to isolate key data points.
2. Having a single person responsible for a homegrown solution left the company vulnerable when Nick was unable to compile the reports. Consider it a data traffic jam.

As a result, Cruizers often depended on their vendors to calculate rebates. They were unable to be proactive in requesting and negotiating rebates they'd earned. They needed actionable data but it was too hard and expensive in hours to afford.

The Business Impact proposal:

Show Cruizers – with Cruizers' own PDI data – that slicing and dicing can be done, and not just one report at a time. That it can be done intuitively, simply, accurately and *quickly*.

The 24-Hour Challenge.

THE SOLUTION

Business Impact designs business intelligence solutions from the ground up – in this case from Cruizers' PDI systems: Enterprise and Focal Point. But that's not the entire picture, nor is it at any company. External data in spreadsheets, labor, budgets and other systems, too, are included in the solution. Using TARGIT, dashboards that combined metrics at store level and at corporate level, at category level and at SKU level, started to take shape.



I knew we needed TARGIT after the 24-Hour Challenge. The old way - running a report for a category, then running it again for another - was very frustrating. **Now I can easily have it my way**, with just a few clicks. Whenever I want, I can isolate one store against the whole, or one brand against the category, and **I can do it**.

EDWARD HOLMES, PRESIDENT
HOLMES OIL/CRUIZERS STORES



Before, analysis of our data was slow, tedious, and often one-dimensional. TARGIT offers us **flexibility, speed, accuracy and visibility** in ways that we didn't have before. Now with TARGIT and Business Impact as a partner, there is no looking back!

NICK PETERS, IT DIRECTOR
HOLMES OIL/CRUIZERS STORES



The benefits & details:

- **Reduced labor costs.** Automation saves Nick alone 20 hours a month. Providing report design tools makes new reports much simpler. Reducing training needed for developing & maintaining reports.
- **Reduced data traffic jams** by providing individualized, role-based dashboards. Letting users have data autonomously. Allowing users the ability to create custom views of data so they can analyze & validate without IT intervention.
- **Making data actionable** by providing quick indicators, good or bad, for investigation. Having the ability to efficiently work with vendors on even footing. Delivering high & detailed level information for their new COO to improve company-wide performance by several points on the bottom line.