

SAS Business Intelligence Portal for a jewellery manufacturer and retailer

Client: A leading jewellery manufacturer and retailer

Location: Mumbai, India

Background

The client is a leading group of companies in the business of manufacturing and retailing diamond jewellery in India. The group operates at almost all the levels of the jewellery business value chain, right from sourcing of diamonds at competitive prices from Diamond Trading Corporation, to retailing the final finished jewellery products through a vast network of self-owned as well as franchisee stores. They are the pioneers of branded jewellery in India and have several established brands in their portfolio to tap the continuously growing branded jewellery market. Their list of jewellery brands includes some of the most well known and well established ones known in India.

Business Need

While the operations of all group companies are completely integrated, each company uses its own systems for data processing. This resulted in multiple sources of data, scattered across various applications and Excels sheets with macros, designed for different modules such as inventory, production and sales. As a consequence, data had to be manually compiled, collated and presented in the form of Excel reports, resulting in errors and time loss. This was further aggravated by inconsistency of information across various systems.

The client faced another problem that generation and distribution of reports was through unsecured means, making them unreliable. Also, there was no facility for publishing reports for the client's customers, who were operating from geographically disparate locations.

The client was looking out for a solution which would achieve the following:

- One single unified view of information from sales, production, inventory and accounting functions
- Ease in generating and publishing of canned and ad hoc reports without manual intervention
- Security of data through authorized access only, and
- Achieving all of the above without substantially increasing the efforts for upkeep of the system

Solution Offered

Upon analyzing the system and the sources of data, Blue Star Infotech (BSI) proposed a comprehensive BI solution using SAS Enterprise Business Intelligence solution framework. The framework provides a unified consolidated view of the data for analysis and action, which eliminates the need for multiple validation cycles, correcting erroneous entries etc. This enabled the stakeholders receive accurate reports much earlier, and make faster decisions pertaining to pricing, distribution, inventory and accounting.

The solution involved the following key steps:

- Requirements were gathered by BI consultants for various modules.
- Consolidation of data from Inventory, Sales and Merchandizing & Finance was done.
- Once the data was put in a structured format, it was extracted, transformed and loaded.
- Datamart were designed and built using dimensional modeling technique.
- This Datamart was used as an interface to develop the business layer for reporting.
- Custom reports and KPI-based dashboards were developed and a BI Portal was provided for report viewing and sharing.
- Auditing and Monitoring of all SAS Web Applications was enabled.
- Scheduling Jobs were configured for generating all Daily/ Weekly reports for faster access.
- Role based security was provided for reports as well as data.

TOOLS / TECHNOLOGY

- SAS EBI 9.1.3
- Platform LSF 6.0
- Tomcat

Benefits to the Client

- Redundancy of data was eliminated and a unified single view of the data from sales, production, inventory and accounting functions was provided.
- Use of BI dashboard increased the visibility of the management to view user group's performance and KPI, thus enabling them to take action quickly to resolve business process issues, thereby reducing the costs.
- Ad hoc reporting, Data analysis and Report distribution helped client to save valuable time of resources. This empowered the users to create, manage and distribute reports based on business needs.
- Role Based Security helped enforcing data access control
- Single interface to manage the whole intelligence platform helped in a better user experience and reduced efforts on maintenance.

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