At NAY Elektrodom IT helps sales

About NAY a.s.

NAY a.s. was founded in 1992 and is the largest seller of consumer electronics in Slovakia. The first large-format shops under the NAY Elektrodom brand were conceived in 1998. Customers have a wide range of brand electronics all available under one roof. In addition, shops offer a full range of services related to the use and purchase of appliances. NAY currently has a network of 28 stores in 23 cities throughout Slovakia and a cutting-edge e-shop.

The Solution

TEMPEST assembled a management information system (MIS) at NAY a.s. The solution's key components are a central data warehouse and Business Intelligence platform. The MIS processes data from multiple heterogeneous systems in real time and provides analysis for the operational and strategic decisions NAY makes. Implementing NAY's MIS has raised the quality of their services, improved their business effectiveness and encouraged their further growth.

Advantages

- Creates a single credible source of information across systems (central DWH)
- Improves and accelerates decision-making by easily creating new reports and analyses
- Provides a consistent point of view of current and historical data
- Improves and accelerates recognition of connections by nesting aggregated information to detailed data and transactions
- Better monitors and raises employee productivity
- Links outside data (business, financial and KPI plans, store visitor counters, employee timesheets, external codes) with source system data
- Removes source system loads caused by long-duration reporting
- Reduces dependence on external contractors

Initial State

NAY had operated several heterogeneous systems with limited reporting capabilities. Key reports consisted of intermediate inputs from systems supplied by third parties. Matching reports from several systems was problematic. Some data would be completely missing. NAY management therefore never had all the detailed information and context necessary for desired real-time decisions available at one place. Reporting was being carried out at isolated locations and was inconsistent with predetermined KPI, while data was missing several connections and historical links. The timeliness of data was also questionable. When reporting tools were launched and created, source systems would be burdened, causing time lags and errors. Greater labour-intensive activity would then be required to obtain more comprehensive information.

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Mission

The project's objective was to simplify report creation and availability at all management levels. The reporting system they originally used was based on tailored, separate reports that were created on temporarily selected devices. It was primarily designed to run more sophisticated reports, causing yet another problem – long response time. Dynamic retail sales development needed new analytical insights. Another problem was processing outputs from partial reporting to integrated management units. This meant delay, greater labour-intensive activity and the risk of errors being introduced due to manual intervention. The assignment was to eliminate these problems and build a data warehouse as both a "single source of the truth" and an MIS.

The Project

TEMPEST was selected after an extensive tender to supply the solution, providing consultation and analytical services and also supplying the hardware, software, integration and tailoring of the solution, custom software development and project management. The project also included building a testing environment. Consultation by TEMPEST covered:

- Collecting and analysing requirements
- Analysing production systems
- Suggesting a data model solution for a data warehouse
- Implementing ETL update processes
- Designing and setting up a BI environment
- Designing and implementing a basic series of reports
- Training of business users

A Tempest-designed Oracle Business Intelligence 10 platform was selected as suitable considering both NAY's specific needs and the flexibility of the ERP system that had already been implemented at NAY.

The project was planned in such a way to cover reporting and analytical requirements across the entire company. It started with prioritisation of business areas, which was divided into several implementing increments to be pursued gradually. The first increment covered all purchasing and sales reporting needs. These especially included analysis of business results. It was followed by implementation of a package aimed at control and security which contained, among other things, tools for stocktaking and special inventories. The package also included financial management and human resources reporting needs. In future, the MIS is scheduled to be expanded through further increments.

Technological Components

- Oracle Database Enterprise Edition
- Oracle Business Intelligence Standard Edition One
- Windows Server Enterprise
- Proprietary application for managing codes
- Proprietary application for automated management of updated ETL
- HP DL360G7 servers
- HP DL380G7 servers
- EMC CX4-120 storage

DASHBOARD (some indicators)

PLAN   **MARGIN**   **TURNOVER**

VISITORS   **WAREHOUSE**   **TURNOVER**
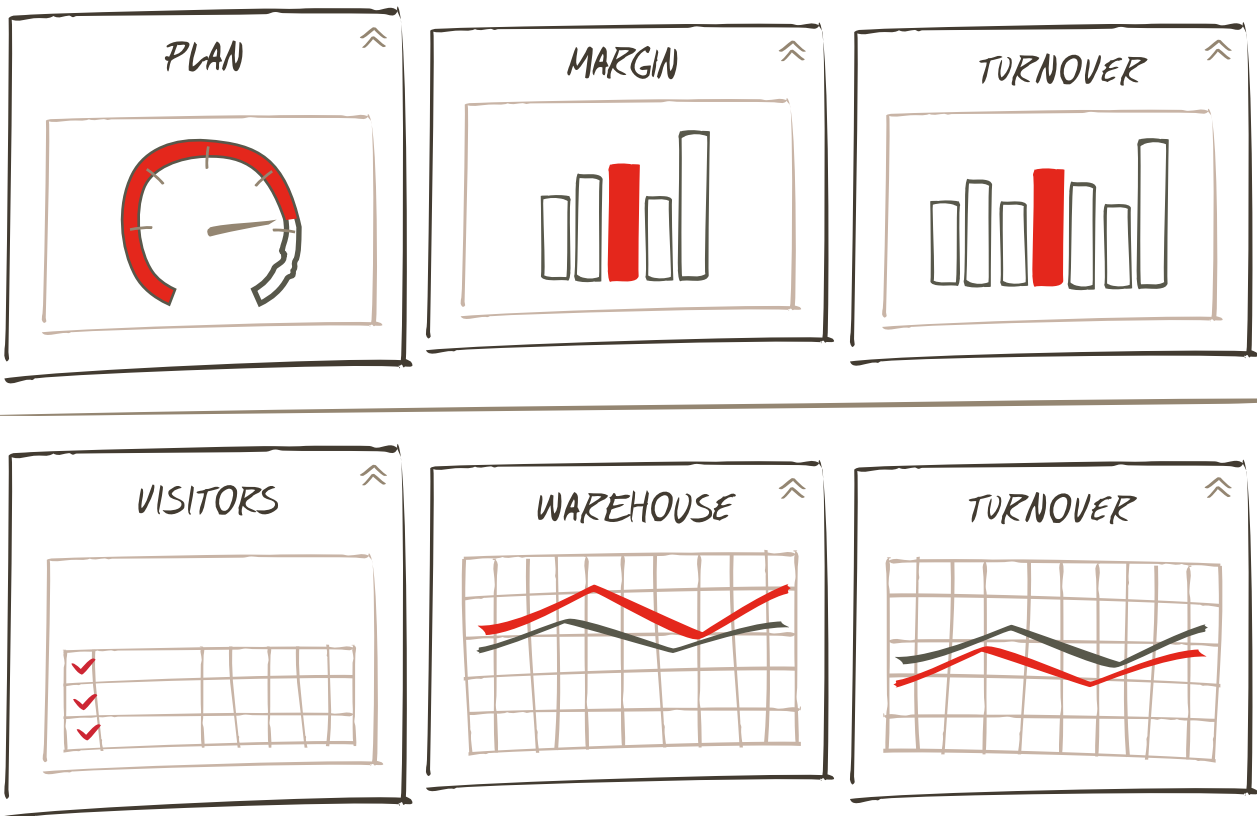
Close

The project met all the goals that had been set for it, contributing to a significant degree toward improving business effectiveness at NAY. Creation of a central data warehouse and reporting tools lets NAY today analyse key information in real time and allows them to make new and faster management decisions. The new management information system has brought NAY improved services and better business results.

"Employing the management information system has brought us closer to customers. We recognise their habits, their decision-making methods and preferences, so we can better introduce them to the merchandise and services we offer. The MIS likewise allows us to streamline our own operations and business," commented NAY a.s. CFO Roman Kocourek on the project.

"The MIS processes and evaluates a lot of different information coming from several heterogeneous sources. What was key in achieving a good result from the project was understanding the business and customer expectations. From the point of view of complexity, the solution is a unique combination of technology, professional expertise and project management," was the assessment of the project made by Peter Laco, Head of Software Development at TEMPEST, a. s.

"We worked with the customer at a very high level. NAY has a clear vision and knows where it wants to go. I was glad for us to be able to help our client reach its goals and thank both teams for their cooperation. I look forward to the project moving onward and to us developing it further," said TEMPEST, a.s. Key Account Manager Peter Pongrác in his evaluation.

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