



MYDIN HYPERMARKET – MYDIN's business activity is retailing and wholesaling a broad range of goods ranging from daily essentials, food and beverages, read to eat, fresh market, textiles, electrical and electronic, stationary, hardware and various Muslimin products. MYDIN has five store formats (Hypermarkets, Emporium, Bazaar, MyMydin and MyMart) and is opening new stores in all formats.

Aggressive Growth Drives Need for near Real-Time Information

MYDIN Mohamed Holdings Berhad of Malaysia (MYDIN), Malaysia's largest home-grown retailer, plans to triple their stores from the present 43 to 125 by 2010. The aggressive growth objectives and need for better, near real-time information for their decision makers and suppliers drove their investment decision.

From 200 Million Transactions to 6 Cubes

Trying to make sense of 200 million transactions so that better business decisions are made in near-real-time was the number one challenge that MYDIN's IT team was tasked with. The existing reporting system was not flexible in that it took 2 weeks to turn a report around and ad hoc analysis was non-existent. With their growth strategy well underway, the IT team, led by Malik Murad Ali, IT Director for MYDIN, put a strategic plan in place that included upgrading and consolidating their IT infrastructure, adopting a data warehouse and OLAP cube solution that supported the Association for Retail Technology Standards (ARTS) data standard where information from their existing and future business systems could be consolidated.

Upgrading and Consolidating IT Infrastructure

"We have a situation where our IT infrastructure for reporting is not able to keep up with the expansion of store formats and the number of stores. We currently have two ERP and two Point-Of-Sale (POS) systems. We are migrating our core ERP to Microsoft Dynamics® AX over the next two years, but until that happens we need a way to consolidate the data from these systems and provide the reports and dashboards that our people and suppliers need to make better decisions," said Malik

Murad Ali. "We evaluated several vendors, both large and small, and decided on Microsoft PerformancePoint™ for our reporting and dashboards and on Profitbase Studio for our data warehouse and OLAP Cubes."

Retail Templates Supports ARTS Data Model

MYDIN decided on Profitbase 2009 to consolidate data from their two ERP and two POS systems because of the easy to use development environment and the ready to use On Line Analytical Processing (OLAP) Cube templates for retail that support the ARTS data standard. The retail templates are quickly deployed and provide metrics for item sales, hourly sales, hourly item sales, efficiency, and much more. Standard dimensions are provided for sorting and filtering the National Retail Federations ARTS metrics and KPI's and include store, store type, department, category, article, hour, day, week, month, etc. Additionally, the Profitbase finance OLAP Cube template will be used to consolidate the ERP General Ledgers so that a consolidated financial status of the company is automatic.

Microsoft Technology for Information Delivery

MYDIN is deploying Office PerformancePoint Server 2007 and Microsoft Office SharePoint Server 2007 to provide all levels of the organization and their suppliers with information. Dashboards and scorecards, which will have standard financial and retail Key Performance Indicators (KPI), will be deployed for everyone from the board of directors and executive management to central merchandisers, branch operations managers and suppliers. Additionally, the Office PerformancePoint Server 2007 analysis capability will be provided for robust data mining and ad hoc analysis.



Small Team – Fast Deployment

The project team consisted of three MYDIN IT people, three consultants from @Quest the local Microsoft and Profitbase partner and one Profitbase Consultant. The first phase of the project started in August 2008 and went live in with InStore Analytics, the Profitbase browser-based dashboard viewer, in November.

Better Visibility - Bottom Line Impact

"With the Profitbase-Microsoft BI solution we expect to have better visibility to our top selling products allowing us to make sure adequate store inventory levels are maintained. We also will share product inventory levels with our suppliers so they can better service our stores. Overall, with better visibility and the resulting optimization and proactive decision making, we expect a positive impact to the bottom line of at least 5%," notes Malik Murad Ali.

Why Microsoft?

- Microsoft PerformancePoint integrates well with the rest of the Microsoft stack
- Fast and easy training enabling fast deployment by IT department
- Easy access to Microsoft support and partner ecosystem
- Major cost advantage as compared to other BI products

Why Profitbase?

- Makes Data Warehousing easy to understand
- Readymade templates for key user requirements
- Easy to maintain business logic – Profitbase Studio
- Faster deployment from months to weeks
- Has a solution for branch level users
- ARTS Data Warehouse Model Conformant



Profitbase InFront Analytics

About Profitbase Retail Business Intelligence

The Profitbase Retail Business Intelligence (BI) solution delivers Business Insight to retail decision makers enabling them to identify problems and opportunities and make better, faster decisions. The solution provides one consolidated view of information resulting in 360 degree visibility to all aspects of business performance including channels, stores, chains, categories, inventories and financials.

The solution enables users to track performance based on their roles enabling everyone from the CEO to the store manager to monitor performance anytime, anywhere. Using a browser and role-based self-service BI interface, empowered users are able to sort, filter and drill to detail to root out problems and solve them quickly. Retailers who deploy Profitbase Retail BI are able to reduce inventories, reduce Out-of-Stock occurrences, improve turnover and customer satisfaction giving them a competitive edge is securing customer loyalty while increasing margins and revenue.

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