

Case study

Carphone Warehouse Uses Planview Enterprise Insight Analytics for Added Reporting Capabilities

About The Carphone Warehouse

The Carphone Warehouse has over 800 stores nationwide. Stockist details: www.carphonewarehouse.com or from The Carphone Warehouse Direct Sales on 0800 925 925. The Carphone Warehouse is the largest independent mobile phone retailer in the world with 2,400 stores operating across 9 markets. The company is committed to offering impartial and expert advice on the widest range of the latest product plus unbeatable, aftersales care.

About Best Buy and The Carphone Warehouse

In 2006 Best Buy established a partnership with the Carphone Warehouse to bring its business model and mobile phone expertise to the US market under the banner 'Best Buy Mobile'. Two years later, Best Buy acquired 50% of the Carphone Warehouse's European and US retail interests for £1.1billion, creating Best Buy Europe. The new venture is designed to accelerate the development of Carphone Warehouse's retail proposition and to introduce Best Buy stores across Europe, beginning in the UK in spring 2010. For more information go to www.bestbuy.co.uk.

About Best Buy Co., Inc.

With operations in the United States, Canada, Europe, China, Mexico and Turkey, Best Buy is a multinational retailer of technology and entertainment products and services with a commitment to growth and innovation. The Best Buy family of brands and partnerships collectively generates more than \$49 billion in annual revenue and includes brands such as Best Buy; Best Buy Mobile; Audiovisions; The Carphone Warehouse; Future Shop; Geek Squad, Five Star; Magnolia Audio Video; Napster; Pacific Sales; The Phone House; and Speakeasy. Approximately 180,000 employees apply their talents to help bring the benefits of these brands to life for customers through retail locations, multiple call centers and Web sites, in-home solutions, product delivery and activities in our communities. Community partnership is central to the way we do business at Best Buy. In fiscal 2010, we donated \$25.2 million to improve the vitality of the communities where our employees and customers live and work. For more information about Best Buy, visit www.bby.com.

Carphone Warehouse

Overview

Customer

Carphone Warehouse

Industry

Mobile Phones and Services

Geographies

Europe

Carphone Warehouse uses Planview Enterprise to quickly deliver relevant, easy-to-understand, flexible analytics to decision makers across the enterprise, leveraging commonly used Microsoft applications for easy sharing

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– Nick Boxall, MIS Manager, Carphone Warehouse

The Challenge: Business Objects Isn't Enough

Reporting and analytics are a common challenge in many organizations, yet they can be some of the most critical aspects to successful portfolio management. Carphone Warehouse, which combines Best Buy and Carphone Warehouse, had relied on Business Objects reports in Planview Enterprise® for its reporting and, although good for ad-hoc, customized, and distributed reporting, they didn't provide functionality needed to help decision makers quickly visualize and share key data.

Business Objects reports didn't offer the flexibility and visual formats required to make them immediately understandable to a wide variety of audiences, and sharing them within and beyond the enterprise was difficult. Nick Boxall, MIS Manager, Global Business Services, Carphone Warehouse, said, “The issue we faced early last year was that the reporting element of our business was too ad-hoc, with data from different sources creating inconsistency, processes that were easily broken, and no common standard in report output. As a result, the reports lacked credibility, which led to a lack of support from senior management.” The company therefore determined that adding an analytics component to its reporting capability was the right thing to do in environments.

The Solution: Insight Analytics Provides Added Functionality

Planview Enterprise® Insight Analytics, the analytics application for Planview Enterprise, enables organizations to disseminate the data collected and stored in Planview Enterprise to every desktop with user-friendly graphic views of the data. Microsoft Office® applications like Outlook® and SharePoint® speed adoption because it makes sharing information across and beyond the enterprise easy. Users can interact with dashboards that roll up the most granular data so strategic decisions can be made about demand, resource, and financial management, based on real-time information. It

is OLAP-based for cross-portfolio trend analysis, and built on .NET and SQL Server for extensibility.

“We have removed the human element of input data, which has saved us time and money, but by far the biggest advantage is that it has enabled us to get to a single version of the truth without distortion,” said Boxall. “We have much greater data awareness, and because the executive reporting is vastly improved, we have been able to achieve a high level of support and sponsorship from management.”

When a report is required at Carphone Warehouse, the user first determines if it can be produced in Insight Analytics and if so, defines the structures and fields required. With the reports defined, users then have the ability to use the tool to pull analytics views directly into Microsoft PowerPoint® or other Office applications. Graphic charts, dashboards and benchmarks clearly display data in an easy-to-use format that helps decision makers quickly view relevant data.

Some of the graphic reports the company creates using Insight Analytics include monthly resource demand, project names and effort, product management with interactive analytics and tabbed reports, and financials such as comparing actual value to original business case. “The beauty of Planview Enterprise Insight Analytics is that you can drill into account details with minimal effort and visually display data for fast comprehension,” continues Nick Boxall. “Insight Analytics is an iterative reporting tool and will likely change some of our Planview Enterprise configurations. It has reduced our cottage industry of reporting, saved us time and money, and enabled us to get to a single version of the facts without distortion, as a result we have much greater data awareness which has achieved a higher level of support from management.”

Together, Business Objects and Insight Analytics give Carphone Warehouse comprehensive reporting and analytics capabilities that help drive business decisions. “We now have access to critical data and can use that data to draw important conclusions,” Boxall says. “You can collect and store all the data you want, but if you can't use the data to make informed decisions, it's not doing you much good.”

