

# GRUPO IDEA



**GRUPO IDEA MAKES FULL USE OF ITS TRANSACTIONAL DATA WITH COGNOS. “ONE OF THE PHILOSOPHIES OF OUR BI PROJECT WAS TO ENABLE THE FINANCIAL DEPARTMENT TO MANAGE AND DISTRIBUTE INFORMATION RATHER THAN SYSTEMS, AND WITH COGNOS THIS HAS BEEN MADE POSSIBLE.”**

–IVAN LOU, IDEA INFORMATION TECHNOLOGY DIRECTOR

With revenues in 2004 of 694.63 million euros and growth of 17%, the Idea Group currently has an 11% share of the Spanish household appliance distribution market. With an average display area of 1,500 m<sup>2</sup> per establishment, the Idea network is one of the most competitive players in the sector.

## IDEA GROUP

### *Sector of activity:*

- Distribution and sales

### *The requirements:*

- Make full use of the large amount of data available in its transactional system, with maximum quality and reliability.
- Provide the management, sales, marketing and logistics departments with reliable analyses of sales, order portfolios and logistic operators.
- Reform its processes following recent acquisitions, as well as integrate the data and information systems of acquired companies.

### *The benefits:*

- Creation of a new information flow, greater communication between departments and more confident decision making.
- Possibility of boosting the different strengths of users in analysing information.
- Establishing the company's information pyramid, providing the management with strategic information, a high level of aggregation, and more detailed information to the area/section heads.
- Rapid return on investment.

### *Solutions deployed:*

- Cognos PowerPlay and Impromptu

## **RELIABLE ANALYSES OF SALES, ORDERS AND LOGISTICS OPERATORS FOR MANAGEMENT, SALES AND MARKETING DEPARTMENTS**

The Idea Group's interest in Cognos stems from the need to make full use of the large amount of data available in its transactional system – and do so with maximum quality and reliability. The aim was to provide the management, sales, marketing and logistics department with reliable analyses of sales, the order portfolio and logistics operators. In turn, this would make it possible to monitor and support the development of the company and check compliance with the company's objectives while taking decisions at the optimum point of impact. Another important requirement was the reform of processes following recent acquisitions, as well as integrating the data and information systems of the companies acquired.

## **COGNOS POWERPLAY AND IMPROMPTU TO ACCESS AND ANALYSE THE INFORMATION CONTAINED IN SYSTEMS**

To meet these various needs, the Idea Group uses the PowerPlay tool from Cognos for OLAP analysis, which makes it possible to see the information contained in the systems via Impromptu Administrator.

“We saw that the product had developed significantly over the last few years, and that it met our requirements in terms of ease of use, set-up, scalability and, above all,

analysis capacity and multi-dimensional information browsing”, explains Iván Lou, Information Technology Director for Idea.

The Group assessed a number of other tools such as MicroStrategy, MIS, Qlikview or Microsoft, but they all had their weak points, which were solved by the Cognos solution.

According to Iván Lou, “the great advantage of Cognos is that you can browse information, with the flexibility necessary to analyse it and, in turn, organise it in line with your needs”.

Cognos enables the company to give a rapid and efficient response to critical business questions such as: “Who are my best customers? What is the best distribution channel? Are we making the most of supplier discounts? How much have we billed this week? What is the average discount percentage? Is my stock level adequate?”

The Idea marketing, logistics and finance departments were all involved in the project, and from the outset great efforts were made by the internal project team and external consultants ITEVA Solutions to mark its scope, analyse requirements and schedule the different phases.

The Idea Group entrusted ITEVA Solutions with the task of carrying out all implementation phases, with the aim of gradually allowing users to acquire the necessary knowledge and skills to develop their own Business Intelligence projects.

The Idea Group is currently looking into expanding the use of the tool to more departments, as well as moving to a Web-based environment.

The main beneficiaries of the project have been department heads as well as the management, as the availability of key management indicators enables improved overall control of the company.

***The technical environment:***

Transactional system (ERP) on an Informix database on Unix HP-UX.

**THE KEYS TO SUCCESS**

- The choice of ITEVA Solutions as a partner.
- The definition and methodology applied during the first phase of the project enabled better use of bases and criteria, enabling faster implementation in subsequent phases.
- The capacity of Cognos to help people manage their own information expectations.

**THE BENEFITS**

- Creation of a new information flow, greater communication between departments and more confident decision making.
- Possibility of boosting the different strengths of users in analysing information.
- Establishing the company’s information pyramid, providing the management with strategic information, with a high level of aggregation, and more detailed information to the area/section heads.
- Positive impact on the work of maintaining and cleaning useless or obsolete data.
- Rapid return on investment.

**ABOUT ITEVA SOLUTIONS**

ITEVA Solutions is a Cognos solutions provider. Its consultants have the solidity and experience which comes from implementing over 50 projects.

Its philosophy is to provide high quality projects, offering tailored solutions which meet customer requirements and incorporate the most appropriate and up to date technologies available.

ITEVA Solutions is a specialist in setting up information management and CPM corporate performance projects, based on solutions from Cognos, the world’s largest Business Intelligence provider. Its experience in the consulting sector gives it a broad analytical view of company departments in all areas of activity including sales, finance, logistics and marketing.

***For more information:***

<http://www.itevasolutions.com>



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