SELF-SERVICE BI INCREASES SALES PRODUCTIVITY IN FASHION INDUSTRY

How a leading fashion house uses Genialcloud's Analysis application to boost productivity and enhance decision making.


OVERVIEW

A large fashion house has a complex operational environment that includes key deadlines, schedules, events, buyers, designers and other departments that help the organization run its everyday affairs.

Mona, a senior sales account manager, is responsible for the company's top accounts - buying groups that purchase the inventory produced by the fashion house. Mona thrives on information and wants to maximize the revenue generated for each opportunity while keeping costs to a minimum. Mona also needs to meet minimum sales targets assigned to her as quickly as possible, and get orders booked as soon as a new fashion line is launched.

CHALLENGE

✖ Have access to all product related sales data including pricing, history, SKUs, discount levels and inventory reports

✖ Reduce the response time in getting key decision making information that can make or break a sale.

✖ Have access to data about fast movers, best sellers, laggards, and sales margins for each product and how they correlate to sales figures

✖ Have access to all sales data on a tablet or smartphone, while on the road
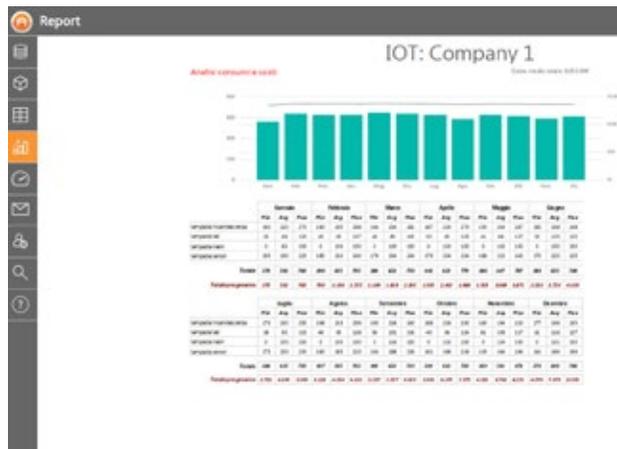
SOLUTION

The fashion house leverages Genialcloud's consumption-based Cloud platform to access the powerful Business Intelligence tools in Analysis. Analysis imports all sales related information from the fashion house databases (including SQL, Oracle, Access and a multitude of Excel sheets) and then combines all the data while connecting to their ERP system in order to access additional information. Models specific to their business needs and areas of focus are created for each sales person as well as custom reports based on territory, region and product focus. The Analysis app - installed on tablets and smartphones - connects their profiles to their remote data service through the cloud. After an initial period of training, the sales team is empowered with a new solution that helps them do what they need to when they need to.

GENIALCLOUD ANALYSIS HELPS BY

✔ Connecting to key sales data and being able to access it on a mobile device, anywhere, anytime - useful for field sales and managing accounts of all sizes

✔ Generating customized reports based on their unique needs

✔ Customizing application dashboards to view critical information the sales team needs access to every day

✔ Providing more accurate sales forecasts and closing more deals due to the reduction in communication delays

✔ Eliminating the dependence on IT to pull reports

CONTACT US:

+1 (647) 925-3163

8 King Street East, Suite 1905
Toronto, ON M5C 1B5
www.genialcloud.com

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