Gray Matter
Empowering Intuition

CASE STUDY

CUSTOMER
Goldilocks , Philippines

TITLE
The Smell of Fresh Baked BI

CUSTOMER SPEAK

"Goldilock's globalization and expansion with over 400+ stores has forced us to look at a better way of improving productivity and processes. With GrayMatter's Analytics expertise and Pentaho BI tools we have implemented phase I of our BI journey successfully and will continue to invest "

Director - Finance, Goldilocks

" The challenges that we faced with consolidation of data across our global stores, updation of historical data into source data and the reporting bottlenecks were resolved with Pentaho BI tool stack, through a collaborative approach with GrayMatter"

Systems and Control Analyst, Goldilocks

"Does anyone in Philippines need an introduction to the Goldilocks Brand"

About:

Goldilocks is the largest Filipino-owned bakeshop chain in the world. As a true global brand, it has expanded to 400+ stores in the Philippines and overseas markets, and now employs a workforce of over 2,000 people. Perhaps more impressively, generations of Filipinos consider Goldilocks not only as a brand, but a time-honored family tradition. With such rapid growth of stores and globalization of operations Goldilocks had the need to not only integrate data from its retail stores, but also integrate data across all business departments to improve their operations and efficiencies.

Challenges:

Goldilocks required actionable information with predictable regularity and trust, to ensure that they stay competitive and lead the way in their industry. While Goldilocks had invested in Business Intelligence tools, the expertise for the tools was difficult to come by and more importantly, it was felt that the tools were not user friendly enough to enable quick and easy information delivery and self-service reporting. To enable seamless information delivery as and when required, in the format required, Goldilocks was looking to replace their BI tool and phased roll-out of alternate tools which are better equipped to deliver on their requirements.
Following are some key challenges faced:

o   This was a Enterprise wide project linking all Goldilocks stores globally
o   Centralize Purchase data and monitor sub units as well as branch operations
o   Consolidation of data across all stores across different systems including manual data sources
o   Updation of historical Data in source Data.

GrayMatter Solution:

GrayMatter proposed, demonstrated, and conducted a Pilot project using Pentaho BI Suite.
GrayMatter worked with Goldilocks to both refine and eliminate their data backlog, as well as consult Goldilocks on how to improve their reporting and analysis for Goldilocks' marketing, finance, operations and management divisions. Management at Goldilocks had specifically wanted to gain clearer insights to KPIs and found that their previous BI solution made report

sharing difficult from a technical and logistics perspective, in that a limited number of users could use reporting licenses with Microsoft.

o Created a customized Data Warehouse consolidating all data across all data sources
o Created sales dashboards, transaction dashboards, finance report and dashboards, management reports and dashboards.
o Regional Admin with store level based reports and dashboards and forecasting reports and dashboards
o For historical data loading into target data source GrayMatter innovated and provided unique solution

Results:

o Management gets a quick snapshot of entire Goldilocks Business at the Corporate level on live and current data
o With Pentaho, business users are able to easily access real-time KPIs, and to drill from summary level information into detailed reports
o Users also subscribe to standard reports which are delivered to them automatically via e-mail at periodic intervals.
o Identify the top performing stores, vendors and departments to decide business strategy, focus, drive or investments.

With this initial proof of concept phase complete Goldilocks is now looking for new ways to leverage Pentaho business intelligence tools to track historical data and make a deeper dive into their data when creating reports. GrayMatter is still consulting with Goldilocks and helping shape their future, identifying ways to better blend data, integrate additional sources and improve Goldilocks' global competitiveness. For example, Goldilocks may be able to analyze its social media data from across the globe, pushing the edge of big data and analysis, while refining their business strategy.

A MANAGEMENT DASHBOARD WHICH GIVES INSIGHTS TO STAKEHOLDERS AT A GLANCE

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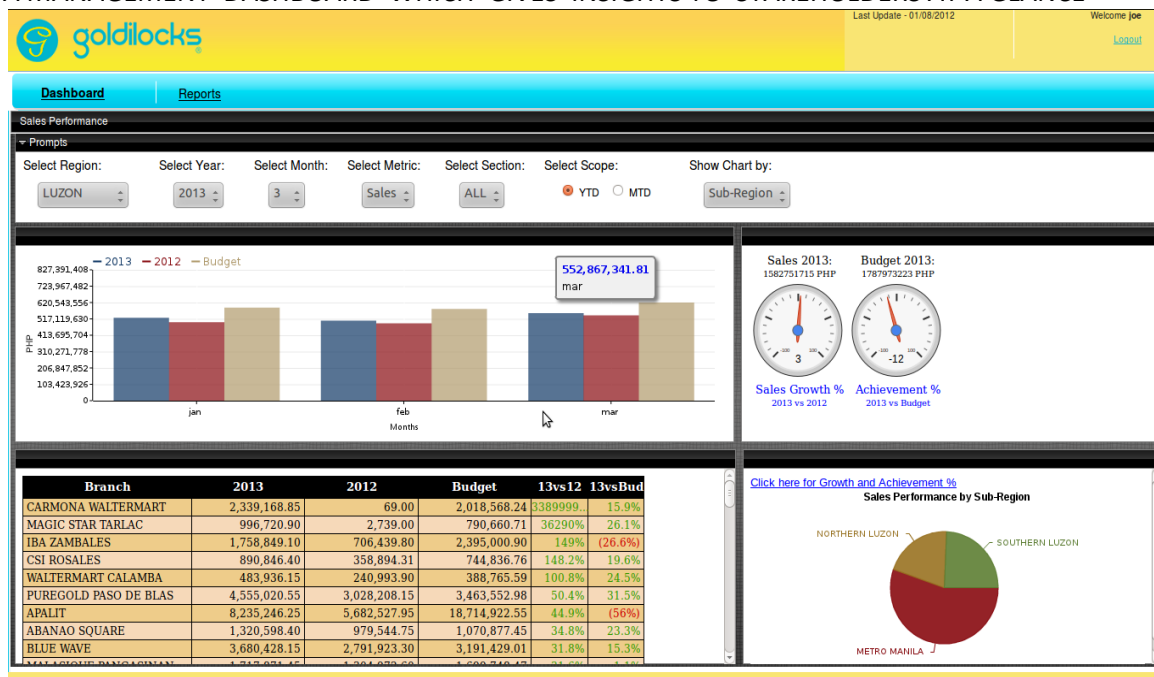
Why GrayMatter:

GrayMatter has a BI implementation track record of over 100+ projects across USA, EMEA & APAC across multiple industries. Some of the key factors in favor of GrayMatter were as follows:

o   Largest global Certified Distributor, System Integrator, Training Partner and Certified Solution Provider for Pentaho and the only one in APAC.
o   GrayMatter acts like an extended BI arm of Client across multiple IT functions providing continued support for successful and scalable online business
o   Our Professional Customer Support team provides a wide-variety of support solutions designed to fit our customer's needs
o   Our support extends to seamless updates/version upgrades and overall migration process whenever required
o   GrayMatter brings to the table several standard analytics practice to Client gained from several worldwide implementations
o   Key management team engages at business level to define IT strategy and decisions which impact's business growth and profitability

GrayMatter Quote:

"It was a pleasure to work with the Goldilocks team and unlock the value of the vast amounts of historical data in their repository. We achieved what was expected of us in the phase I implementation and are now looking forward to deliver advanced analytics to Goldilocks"
Lokesh Narasimha – Director, Operations

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