



## MICROSOFT POWER BI CASE STUDY

# TRANSFORMING RETAIL SALES & REPLENISHMENT WITH MICROSOFT POWER BI



INTAMARQUE



### SUMMARY

Intamarque Ltd relied on a range of solutions to provide reporting information to undertake replenishment and to prepare bespoke customer offers. These were based around a legacy of Microsoft Access burst reports and manual spreadsheets. Intamarque were keen to automate these processes and leverage the analytical power and rich visualisations available with Microsoft Power BI. They turned to INFuse to establish a scalable automated analytical data store to source a core of effective Power BI dashboard insights from which the buying and sales teams could automate replenishment and rapidly prepare attractive prices lists and offers for their customers.



### ABOUT INTAMARQUE

Intamarque Ltd are business based in Tewkesbury, Gloucestershire. Since being founded in 2006, Intamarque have become one of the UK's leading distributors of FMCG (Fast Moving Consumer Goods) lines. They work closely with key UK and International retailers, including Boots, Superdrug, The Range, Tesco and Sainsbury's. They also service the fast growing online sector, with retailers including Look Fantastic, ASOS and Amazon. Intamarque have won the CBI Growing Business Award & the Virgin Fastrack Award.



### THE CHALLENGE

Establish a best practice Analytical Data Store with automated ETL that can be easily expanded over time to hold data from across Sales, Operations & Finance. To then create Power BI replenishment, offers & sales data models and develop Power BI Dashboard content and integrated spreadsheets. From this, Intamarque can develop additional analytical content as required.

### AT A GLANCE

#### Drivers

- Intamarque's legacy reporting infrastructure (Microsoft Access) was becoming difficult to support and enhance.
- Critical offer templates in Microsoft Excel were taking key employees quite some time to routinely produce, time they could be spending growing the business.
- Intamarque needed a trusted IT reporting partner to support and evolve FMCG analytics over time to ensure Intamarque's competitive success.

#### Existing Setup

- Multiple flat file bursted Microsoft Access reports.
- Microsoft Excel used to manually prepare offers.



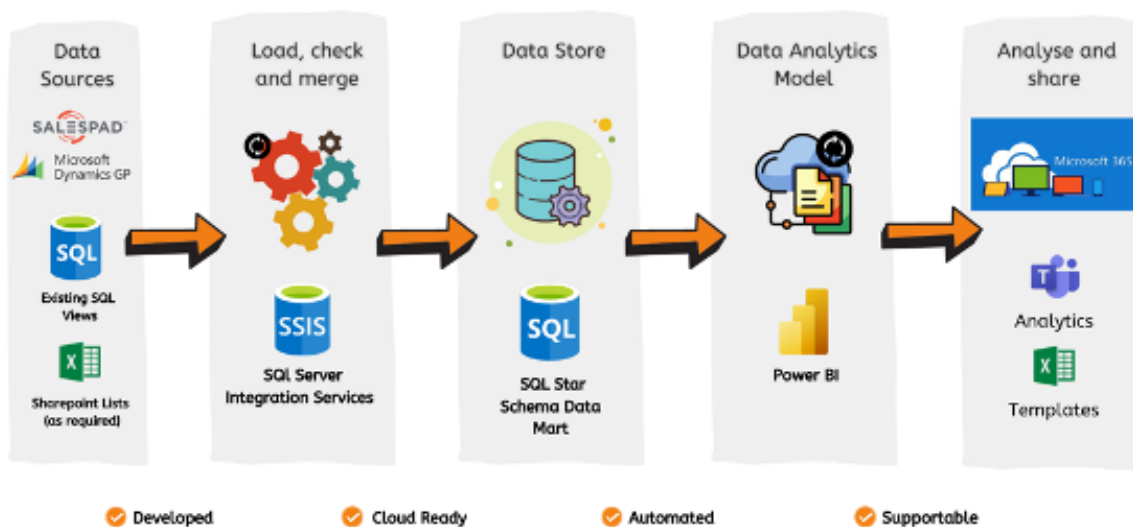
"Infuse go above and beyond to provide professional consultancy and support. They really get under the skin of the business to understand where Power BI can be utilised to improve and streamline the efficiency of the business."

Charlotte Eden, Operations Director



## THE SOLUTION

INFuse worked with Intamarque to identify key areas of agile analytical development where business return would be maximised - this was to provide an effective Power BI Dashboard to their Buying & Sales functions and automated production or key replen; price list and offer spreadsheets. INFuse worked with key buyer & sales reps to identify the reporting required and to commission a scalable star schema data store in an existing SQL platform and automate the loading of such using SSIS from Dynamics and Salespad solutions. From the Buying & Sales team's requirements, INFuse created Power BI data models and developed a multifunctional dashboard and associated automated replen, pricing and offers spreadsheets. INFuse are working with Intamarque to identify a backlog of similar agile analytical engagements to enhance reporting and automation across other areas of their business.



## BENEFITS

### Sector leading retail insight

Intamarque now utilise sector leading replen' and sales analytics to leverage a competitive edge into the future.

### Replenishment & Offers Automation

Reports & analytics are automated. Leaving key resources free to grow sales and make replen' efficiencies.

### Connected Microsoft Excel Offer Templates

Excel templates are fed automatically or produced from Power BI.

### Analytics ready for future growth.

Gartner leading web based analytics replacing dependency on old desktop Microsoft Access for reporting. The solution can be readily moved into Azure.

### Staged Investment

Agile Analytics approach ensures rapid business return on investment whilst minimising impact on Intamarque resource.

### Collaborative friendly support

INFuse provide friendly, effective and human support - so any problems that need fixing or enhancements required are just an email or phone call away.

## OUTCOME AT A GLANCE

### New Analytics Setup

- SQL Star Schema Data Store
- SSIS Automated data loading
- Functional Power BI Models
- Power Query - MS Excel output
- Power BI Service
- Power BI Dashboards

### Delivery Timescales

- Replen analytics - 5 weeks
- Sales and Offers analytics (phase 1) - 4 weeks



"Power BI has transformed how we use our data. Not only are we more organised but we are more efficient. Power BI has enabled Intamarque to use data to improve our sales and buying power."

Charlotte Eden, Operations Director