



# Reporting for 300 retail stores

With around 300 garden centers in the Netherlands and Belgium, Garden Retail Services B.V. (GRS) is the largest, full-service garden center chain in the Benelux countries. Most of its stores even have a minority share in the group. To help manage the performance of its retail stores, the GRS Group provides a wide range of services ranging from marketing and advertising support to purchasing and process consulting. A key success factor in this dynamic industry is a market-driven selection of products. As a result, GRS is always looking to expand its network of suppliers to make its offerings even more attractive.

Consistent reporting on heterogeneous source systems.  
Scalable BI platform for dynamic company.  
Drill-down on complex POS groups.

## Consistent

Through its detailed sales and financial reports, GRS delivers important information to help manage its retail stores in line with changing market requirements. To support them in this task, the group's central information management and finance departments replaced its Excel-based reporting system with a consistent enterprise reporting system based on Cubeware. In addition to automating and accelerating existing processes, the new reporting platform also provides BI functionality such as drill downs to detailed information with a click of a mouse.

## Independent

GRS works with multiple, heterogeneous operational systems. Instead of implementing a new ERP system, the group decided to integrate the existing ones in a data warehouse with a BI layer for reporting and analysis. After a thorough evaluation of the available solutions, the project team decided to implement Cubeware because it wanted to maintain and extend the reporting system on its own. With Cubeware, the individual departments can create their reports, build cubes, and even connect to new data sources without needing outside assistance. Another selling point was the software's excellent price-performance ratio in comparison to other solutions.

### Overview of revenues from article groups

2010 - Omzet per kas/agroep

	Aantal tuincentra			Omzet			Inkoopwaarde			Artikelen		
	2011	2010	2009	2011	2010	2009	2011	2010	2009	2011	2010	2009
Totaal	102	102	97	€ 34.981	€ 36.081	€ 40.898	€ 18.283	€ 18.101	€ 19.739	9.083	9.719	7.267
* Kamerplanten groen 01	10	10	7	€ 2.864	€ 4.389	€ 5.276	€ 1.888	€ 2.810	€ 1.786	527	881	486
* Kamerplanten bloeiend 02	11	11	7	€ 2.032	€ 1.829	€ 1.470	€ 1.045	€ 788	€ 655	541	443	375
* Snijbloemen 03	1	1	1	€ 2	€ 1	€ 28	€ 2	€ 1	€ 0	1	1	2
* Zijde, droog en hobbymaterialen 04	102	102	97	€ 2.193	€ 2.343	€ 1.502	€ 1.338	€ 1.147	€ 885	460	702	528
* Binnenpotten 05	102	102	97	€ 1.704	€ 4.433	€ 2.150	€ 2.811	€ 3.221	€ 1.827	867	1.000	672
* Binnenpotten BI	12	12	8	€ 1.204	€ 4.424	€ 2.150	€ 2.811	€ 3.221	€ 1.827	867	1.000	672
* Binnenpotten aardewerk/keramiek BIAK	12	12	8	€ 4.270	€ 5.381	€ 2.283	€ 2.445	€ 2.757	€ 1.184	876	839	362
* BINNENPOTTERIE ARDEWERK/keramiek (verzamelgroep) 07000 J	1	1	1	€ 0	€ 26	€ 70	€ 4	€ 10	€ 0	0	0	1
* binnenpotten aardewerk/keramiek pot/bak/schaal J	10	10	8	€ 4.222	€ 5.320	€ 2.287	€ 2.412	€ 2.724	€ 1.172	870	829	360
* binnenpotten aardewerk/keramiek hang/wand 07105 J	1	1	1	€ 7	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
* binnenpotten aardewerk/keramiek schalen 07110 N	4	3	1	€ 39	€ 70	€ 8	€ 21	€ 9	€ 2	4	€ 0	€ 0
* binnenpotten aardewerk/keramiek schotels 07120 J	8	8	7	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	
* binnenpotten aardewerk/keramiek kruiken 07130 M	1	1	1	€ 0	€ 17	€ 0	€ 0	€ 17	€ 0	€ 0	€ 0	
* binnenpotten aardewerk/keramiek bakken 07140 N	8	7	1	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	
* Binnenpotten glas B1GL	15	10	1	€ 0	€ 127	€ 114	€ 285	€ 260	€ 262	165	160	87
* Binnenpotten kunststof B1KU	8	8	5	€ 239	€ 630	€ 237	€ 197	€ 260	€ 119	78	70	85
* Binnenpotten riet/wieg B1RI	8	7	3	€ 0	€ 17	€ 28	€ 0	€ 16	€ 38	5	4	2
* Binnenpotten zink B1ZI	1	1	1	€ 7	€ 16	€ 87	€ 5	€ 8	€ 22	2	3	25
* Binnenpotten overig B1ZZ	8	7	2	€ 136	€ 41	€ 21	€ 47	€ 18	€ 11	8	7	5
* Buitenpotten en mandwerk 06	48	48	4	€ 1.862	€ 2.295	€ 1.586	€ 1.830	€ 1.137	€ 487	479	489	374
* Meestoffen 07	11	10	5	€ 840	€ 912	€ 911	€ 263	€ 232	€ 263	121	104	88
* Bestrijdingsmiddelen 08	3	10	4	€ 28	€ 382	€ 462	€ 121	€ 289	€ 231	28	31	49
* Grondproducten 09	50	50	47	€ 1.918	€ 1.758	€ 1.287	€ 925	€ 820	€ 685	583	527	480
* Bollen en zaden 10	102	102	97	€ 805	€ 752	€ 1.237	€ 400	€ 420	€ 706	374	383	587
* Gereedschap 11	10	10	8	€ 549	€ 545	€ 481	€ 483	€ 214	€ 323	102	70	34
* Tuinmaterialen overig 12	102	102	97	€ 1.918	€ 1.982	€ 3.701	€ 854	€ 571	€ 1.000	390	390	142
* Barbecues en buitenbranders 13	8	8	7	€ 184	€ 288	€ 289	€ 146	€ 137	€ 137	21	26	113
* Verlichting en electra 14	8	8	7	€ 184	€ 440	€ 130	€ 132	€ 239	€ 132	11	11	38
* Tuinmeubelen 15	8	8	7	€ 0	€ 10	€ 182	€ 0	€ 0	€ 0	€ 0	€ 0	
* Tuinmeubelaccessoires 16	8	8	7	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	
* Bestrating en natuursteen 17	3	3	4	€ 37	€ 11	€ 134	€ 0	€ 0	€ 0	€ 0	€ 0	
* Hout 18	3	3	4	€ 231	€ 49	€ 12	€ 0	€ 0	€ 0	€ 0	€ 0	
* Blokhutten en hobbykassen 19	8	8	7	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	
* Tuinmeubelen, beelden en ornamenten 20	8	8	7	€ 173	€ 237	€ 343	€ 0	€ 0	€ 0	€ 0	€ 0	
* Vijvermaterialen 21	11	10	8	€ 588	€ 801	€ 1.298	€ 0	€ 0	€ 0	€ 0	€ 0	

Drill down on details in the multilevel POS hierarchy

Year-by-year comparison of revenues, costs and sold articles for POS groups



” With Cubeware, we have reached our goal of creating a consistent enterprise reporting tool for our 300 garden centers.

Menno de Vreede,  
Director of Information  
Management at Garden  
Retail Services B.V.

### ✓ Credible

The GRS project team allocated ample time for the software selection process. After a systematic analysis of its requirements, the finance and IT experts were able to create a short list of five vendors. After hearing the vendors' presentations, the team then examined on-site customer installations of three different solutions to determine how the software really worked in real-world scenarios. After this thorough evaluation process, they chose Cubeware as the best match for their requirements.

### ✓ Powerful

With the help of Cubeware's Dutch partner, Ten Solutions, the project team was able to deploy a data warehouse based on Microsoft SQL Server as well as a BI solution using Cubeware Importer and Cubeware Cockpit V6pro within a few months. The solution gets its data in part from different Oracle databases such as a proprietary ERP system developed by GRS and an ordering system where the individual garden centers can order plants in a group online shop. Beyond that, it also integrates sales databases based on Microsoft SQL Server from the various retail stores, financial data from Exact Financial Software as well as market information from Excel spreadsheets.

Aside from the heterogeneous source systems, the major challenge for the project team was building a BI architecture in light of the immense volume of data. The article database in the ERP system, for example, contains over 700,000 records (350,000 per country) on the goods from GRS and its suppliers.

### ✓ Scalable

Following the initial implementation which covered the reporting requirements for the purchasing department, GRS added additional functionality to the solution step by step. The reporting platform, which primarily delivers financial and sales information, currently serves the management team as well as the central purchasing, finance and information management departments located at the group's Boskoop headquarters in the Southern part of the Netherlands. In the near future, GRS also plans to extend access to its internal consultancy department as well as the individual retail stores in the Netherlands and Belgium. In addition, it wants to better leverage the rich dashboard and KPI features that are available in Cubeware Cockpit V6pro.

### ✓ Transparent

By easily integrating data from different sources, GRS can now analyze and compare information such as ERP and financial data that it never could before with consistent results. The reports, for example, show the performance of different point-of-sale (POS) groups such as outdoor plants, indoor plants or seasonal groups such as the Christmas department which, in turn, consists of many different subgroups. With Cubeware, users can drill down on these POS groups to view the details or roll up to an aggregated view with a single mouse click and view benchmarks on all levels. This functionality gives the retail specialists unprecedented insight on the sales performance for individual segments.



#### Technology

- Cubeware Cockpit V6pro
- Cubeware Importer
- Microsoft SQL Server
- Different source systems:  
Proprietary ERP and ordering solutions (Oracle)  
Exact Financials  
Sales systems  
(Microsoft SQL), etc.

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#### Solution

Garden Retail Services uses a Cubeware solution for financial and sales reporting to support the performance management activities of its 300 garden centers in the Netherlands and Belgium. Together with the Cubeware partner, Ten Solutions, the retail specialist implemented the comprehensive system in just a few months. The BI platform integrates a wide range of source systems and generates consistent reports and analyses. Using BI functionalities such as drill downs to all aggregation levels, users have gained unprecedented insight on the sales performance of its vast selection of articles as well as multifaceted POS groups.



#### Project

In cooperation with Ten Solutions.  
[www.tensolutions.nl](http://www.tensolutions.nl)

Cubeware Certified Partner