

Managing Digital Business Intelligence Support



Client

Leading Athletic Apparel
Retailer

Industry

Apparel

Business Impact

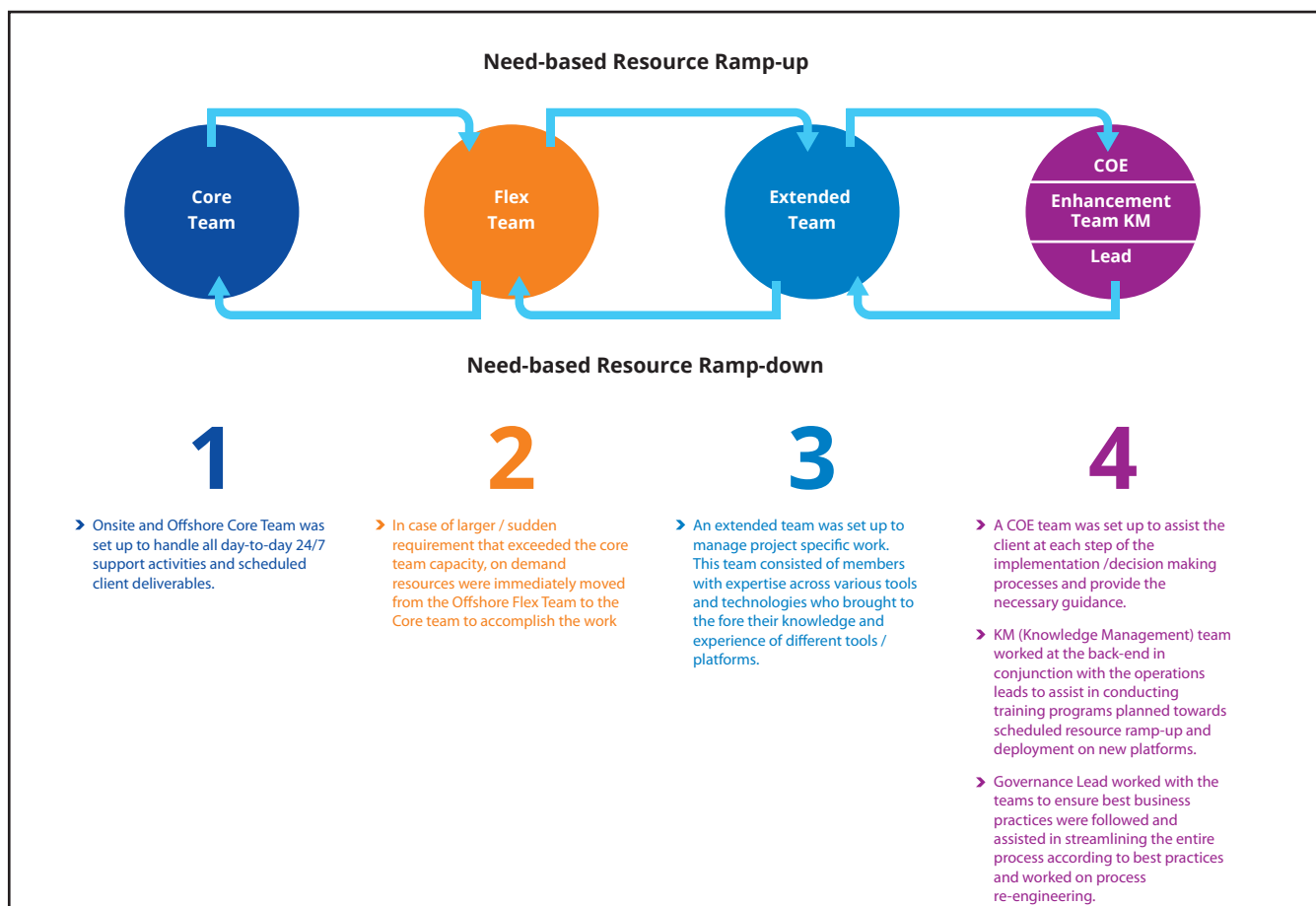
- Provided the client with end to end ownership of all BI operations.
- Ensured cost effective and nimble operations.

Business Challenges

- The client is a leading athletic apparel retailer and they use various technologies and platforms to address all of their reporting needs.
- They wanted to streamline their current setup and sought a partner to manage stakeholder queries related to all published reports and to manage their BI reporting platforms and also to integrate their current BI stack.
- They also wanted to integrate all of their data source systems.
- A 24/7 support requirement was needed in order to provide support for their operations globally.

Approach

Considering the complexity of the existing BI stack and multiple vendor involvement compounded with the dynamic nature of support volumes, Course5 suggested a core and flex management model which provided the client with the necessary flexibility to manage the seasonal nature of their business.



Outcome

- Course5i was able to streamline their current set-up and automate a major portion of the published reports thus saving a considerable part of their current bandwidth for the same tasks.
- All of their backend systems for stores, inventory management and ecommerce were integrated and they were able to realise even greater savings in terms of timeliness of reports
- Query/Issue Resolution time was minimized, thus reducing noise levels.
- Optimized operations, reduced resource cost and improved uptime.
- Stakeholder satisfaction scores were significantly improved.

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.