Qlik

CUSTOMER STORY

ANALYTICS

bonprix.

bonprix uses data to measure the success of its products, customer service and more

CUSTOMER STORY

"We firmly believe that a strong BI solution enables everyone at bonprix to make innovative, data-driven and strategically important decisions – at all skill levels!"

Michael Wöbse, Product Lead SAP BW & Analytics, bonprix

State of the art in every respect

bonprix is an internationally-successful fashion provider with approximately 15 million active customers in around 30 countries. Part of the Otto Group, the company was founded in 1986 and is headquartered in Hamburg. It employs around 3,700 people worldwide.

In the 2021/2022 financial year (28 February 2022), the bonprix Group generated sales of €1.94 billion, making it one of the Otto Group's strongest-performing companies. bonprix provides customers with a fashion and shopping experience across all sales channels, whether online, by catalog or at the bonprix store in Hamburg.

Ecommerce accounts for around 90% of sales. In Germany, www.bonprix.de is one of the 12 most successful online shops and is ranked third in the fashion sector, according to the E-Commerce Marketing in Germany 2021 report by EHI Retail Institute/Statista.

bonprix exclusively sells its own fashion items and its store brands are known to provide excellent value for money.

A BI solution for every eventuality

After realizing that Excel reports used at company's headquarters were no longer able to cope with the growing amount of data from the online business, bonprix's Hamburg-based IT team became aware of Qlik during a visit to the company's Italian subsidiary.

Solution Overview

Customer Name
bonprix

Industry
Retail & Services

Geography
Germany

Function
Finance, IT, Marketing Sales, Supply Chain Management

Business Value Driver
Customer Intelligence

Challenges
- Excel reports were slow and complex
- Needed standalone IT infrastructure and BI solution
- Provision information-rich dashboards and standard reports, as well as self-service capabilities

Solution
Qlik Analytics provides a modern, cost-effective cloud-based solution with state-of-the-art features for easy query resolution.

Results
- Interactive dashboards, advanced analytics, mobile apps and result in higher-quality decisions
- Right-time data, alerts and automation relieve teams of time-consuming routine tasks and enable timely intervention
- Cost savings through synergies in the cloud

As Michael Wöbse, Product Lead SAP BW & Analytics, bonprix recalls: “The software provided tailor-made applications for a wide range of requirements from sales to logistics, together with great dashboards. When we saw this back in 2013, it was immediately clear that it would also benefit us in Germany.”

Whereas the Italian subsidiary had implemented QlikView® in 2011, three years later the Hamburg team decided to introduce Qlik Analytics, a new software solution that had only recently been launched on the market.

Says Michael Wöbse: “I think we were one of the first Qlik Analytics customers. Of course, it was a risk to go with brand new software but we were sure this product was right for us. Although there was still scope for improvement, we never had any doubts about our choice. We trusted in Qlik – and rightly so, as has been proven.”

Standalone IT

The next big change came with the introduction of SAP in 2018 and the independence of the IT team from the wider Otto Group, which had previously been responsible for data processing.

The IT department at bonprix was now responsible for deciding how it would deal with the ever-growing volumes of data and how it wanted to organize data quality, maintenance and evaluation processes. To handle these tasks, the company introduced Teradata in addition to SAP. Following a brief market assessment, Qlik Analytics was confirmed as the front end for BI reporting across the entire bonprix Group, and it remains in use to this day.

The journey into the cloud

Since 2021, standardization and internationalization have been firmly at the top of the agenda at bonprix. Its IT team wants to become more efficient and cost-effective, while increasing relevancy for its users.

In concrete terms, this involved planning a migration to the cloud, a move that also had an impact on the BI structure. The fact that the Qlik service offering included a SaaS solution demonstrated once again that the IT team had made the right selection with Qlik Analytics. In 2021, Qlik Analytics underwent successful proof-of-concept testing for the first time.

In the new architecture, data is stored centrally in a data warehouse. The data is created and processed in various SAP systems (including CRM, ERP and BW4), some of which are directly linked to Google Big Query.

Qlik connectors reliably ensure that data is available for analysis in Qlik Analytics, regardless of its source.

Explains Michael Wöbse: “Real-time data still plays a secondary role in our current use cases. The data is therefore available to the specialist departments on a right-time basis. This represents the best approach for us from a cost/benefit perspective.”

Meet Qlaus!

The project “Qlik Analytics Upgrade to SaaS”, or Qlaus for short, was launched in July 2022 with the aim of migrating from the on-premises version to Qlik Analytics.

Says Michael Wöbse: “Through our cloud project, we are building a solid technical infrastructure for international collaboration using Qlik. This will enable dashboards or standard reports that are created in one region or country to be used across the entire company without issues.

“Colleagues can exchange ideas and benefit from the experiences of other teams. It also presents an opportunity to become leaner, since each country no longer needs its own servers, tools or apps.”

Data culture and data literacy

Whereas independence from the Otto Group’s IT department represented the first step toward a new internal approach for how data is used in connection with BI, the managers of the Qlaus project are now faced with quite different questions.

Michael Wöbse describes the approach taken by his team: “At the outset, we discussed in detail how seriously we take the technology and the human factor. We want to support our teams with good products that make their work easier.

“Relieving them of time-consuming manual tasks allows them to concentrate on their analysis work instead. However, we also need to look at the way in which the data itself is handled and establish a data culture.

“Making the decisions that contribute to business success requires more than just data acquisition. It requires high-quality analytics capabilities and the skills needed to utilize them to the full. Enablement is the keyword here. We have to get people up to speed.”

Purchasing was the first department to replace Excel with Qlik Analytics. How do customers react to fashion items? What trends are emerging? Do items need to be reordered? What are the reasons for returns?

These are all questions that bonprix's team can answer quickly and easily with Qlik Analytics.

The purchasing team now has 300 users investigating KPIs ranging from product and assortment groups to buying behavior. The results enable team members to make data-driven decisions and intervene in a timely manner where necessary.

In addition to purchasing, Qlik Analytics is also used in the areas of customer care, controlling and logistics, as well as in the IT department itself, where the analytics solution is employed mainly to measure success. To support this, numerous KPIs have been defined for various projects.

Michael Wöbse: "In the past, the important thing was that a process actually worked. These days, a process is not released until we can measure it against KPIs, which allows problems to be detected immediately.

"In addition, new projects only go live after functional acceptance by the department. This ensures they are relevant and find acceptance."

Looking ahead

Plans are in place to roll out the cloud platform on a department-by-department basis, with other countries also scheduled for integration over the long term.

Michael Wöbse and his team also want the company's customers to benefit from the internal BI developments: "The 'best-in-class' aspiration should be reflected in every aspect of the business. Qlik Analytics in the cloud provides the optimal foundation for meeting this and other requirements."

The keys to success

20%
reduction in annual operating costs

10
hours time-saving for hardware, software and maintenance tasks

"We want to enthuse the teams by providing analytics capabilities that make their work easier. They should carry on doing their jobs as usual – just faster, better and with more structure."

Michael Wöbse, Product Lead SAP BW & Analytics, bonprix

About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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