

## **mamas & papas<sup>®</sup>** **Nurtures** their **Growing Business** using **Analyzer<sup>™</sup>**

30 years ago two people decided to change their world. With the arrival of a new family, David & Luisa decided that the best out there wasn't good enough for their babies and an idea was born - Mamas & Papas

### **Executive Summary**

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Mamas & Papas ([www.mamasandpapas.com](http://www.mamasandpapas.com)) is Great Britain's favorite baby brand, offering a complete line of baby clothes, kids clothes, strollers and accessories, baby carriers and slings, nursery décor, baby furniture and more. Using a combination of online sales and over 60 brick-and-mortar store locations, the company continues to expand as they open new stores in new markets across the world, reflecting the core values of their special brand.

Although Mamas & Papas was being very successful at helping parents in the complex task of nurturing their children, the company realized it needed to do a better job providing management and employees with the information and tools they needed to nurture their growing business.

We interviewed Mr. Chris Greenwood, Mamas & Papas Group IT Director, about their business challenges, IT challenges, and experiences with Analyzer from Strategy Companion.

## Mamas & Papas

1. What was the business goal you were looking to achieve which caused you to begin looking for a Business Intelligence (BI) solution?

We had a number of goals. Our first goal was to provide our 60+ stores with a cost-effective suite of reports. Up until this point, the reports were a mixture of PDF-rendered reports, spreadsheets, OLAP queries, Reporting Services reports and enquiries from our ERP system. These reports were generated by IT and also by other teams within the business. Inevitably, we had multiple versions of the truth depending on the level of understanding of the report designer. We also had the same issue at our head office with many people printing huge packs of reports to take to management meetings so that all the information was at hand.

2. Please describe the selection process you went through, which other BI solutions did you consider, and what were your findings which led you to select Analyzer?

Over the past few years, we had used a number of methods of reporting such as Crystal, FoxPro, more recently Reporting Services and OLAP. In the recent past I have evaluated other packages which, although very good, had a very "techie" feel to them. I needed something that could do technical queries such as MDX but also allowed more general users and analysts to use an interface that did not require too much training. Analyzer had the well-known concepts of OLAP, pivot tables, charts etc. that our users were already familiar with. The icing on the cake was the speed at which we could create and deploy reports to our user base.

## Customer Quote

"Analyzer concentrates on the most important aspects of what a business needs from its data. It's quick and easy for non-technical people to create, deploy and use reports and dashboards."



3. Please describe the implementation process, how long it took to install Analyzer, get up and running with it, and create the initial group of reports/dashboards you provided to your users.

Analyzer was incredibly quick to implement. In around a day we had the system up and running with some basic data from existing tables. One of our requirements though was to get data to the users in near real time. We needed to automatically trigger information into the cube on a very regular basis and creating the systems to do that took a few weeks. Within the space of 3 months we had a fully comprehensive suite of reliable near-real-time reports deployed to our entire user base.

#### 4. What types of users did you deploy Analyzer to? How many are using it today?

One of our biggest users is our Chief Executive, he always has Analyzer running on his iPad giving him real-time information wherever he is in the world. This does keep our management team on their toes! Our Board of Directors all have access to Analyzer, as do most managers in the business and each store manager. To date we have 190 regular users.

#### Customer Quote

“All of our users have been very positive. The ability to quickly get to important relevant data means they are able to get on with their jobs rather than spend hours sifting through fixed reports.”



#### 5. How do they use Analyzer, in terms of what kinds of analysis and reporting/ dashboarding are now in place for which business purposes?

- We have really progressed rapidly with hundreds of reports that provide a wide range of analysis.
- In retail, we look at sales, profitability and growth by product, category, and store.
- We have segmented our data to look at delivered orders, store sales, and click and collect.
- We look at the effect of the cost of carriage on our profitability.
- We have undertaken detailed Supplier Analysis.
- We have plotted our sales worldwide using the Intelligent Map function.
- We have very quickly identified over and under stocks in our retail stores.
- We are also looking at sales per capita per postcode to identify potential future store locations.
- We utilize a wide variety of daily and weekly dashboards.

All of the above are helping us not only in our daily decisions, but giving us crucial information for our business strategy.

## 6. What was the reaction of your user community to Analyzer?

All of our users have been very positive. The ability to quickly get to important relevant data means they are able to get on with their jobs rather than spend hours sifting through fixed reports.

## 7. How has your experience been working with Strategy Companion sales and technical support personnel?

I have been impressed with how quickly the teams at Strategy Companion get back to us. It has been a good experience all round.

## 8. What do you feel are the strengths of Analyzer as a BI solution, and would you recommend it to other companies and why?

Analyzer concentrates on the most important aspects of what a business needs from its data. It's quick and easy for non-technical people to create, deploy and use reports and dashboards. Whilst other packages might concentrate on presenting the data, and in some ways may do this better, you would need highly skilled individuals to create the reports and the report creation could take hours rather than seconds.

Mr. Chris Greenwood  
Group IT Director

Mamas & Papas  
Colne Bridge Road  
Huddersfield  
HD5 0RH, UK

[mamasandpapas.com](http://mamasandpapas.com)



## Analyzer™ Features

- Support for multiple data sources including Excel, Access, Oracle, SQL Server, MySQL, relational tables, SQL Server Analysis Services - Tabular xVelocity in-memory and multidimensional cubes
- Mobile BI support for iPads, iPhones, Android smartphones and tablets, BlackBerry smartphones and tablets, Windows Phone 7, and MS Surface
- Powerful and intuitive BI analysis with an easy to use drag-and-drop interface
- 100% zero-footprint browser client containing multiple reports and dashboards
- No special OLAP or MDX knowledge or coding of any kind is required
- Instant report drilldown, filtering, slicing, dicing, and much more
- Wide choice of advanced analytical capabilities
- Advanced visualizations ranging from 3D charts to color themes, heat maps, and more
- Dynamic, interactive analytic charts featuring 2D/3D, chart drilldown, optional linking to pivot tables, zoom-in/out, custom color palettes

