

Fast Growth Drives Need for Better Information

"Profitbase is our main control and management tool used to obtain data from all stores. We can benchmark across regions, do inventory analysis, key figure calculations, and present valid and important information to all interested parties."

"In addition to the quality and accurate reports and KPIs, I can document a reduction of 1800 hours per year over the last 6 years spent in reporting, and internal communication of financial figures and plans."

Ole Martin Thunes
Controller, Optimera Group



Montér Superstore - Optimera Group

Optimera Group

As one of the three largest suppliers of building materials in the Nordic countries to consumers and professionals, the Optimera Groups take great pride in its satisfied customers and solid earnings. "Our goals demand precision and flexibility in budgeting and analyzing our numbers. Using Profitbase, we can plan in detail for any event and continuously control for deviations and continue our concentrated focus on quality," reports Ole Martin Thunes, Byggmo's controller. Byggmo operates 17 stores in Optimera's south region. And was the first of Optimera's three regional business units in Norway to implement Profitbase.

Thunes goes on to say, "Our goal is, off course, to make solid earnings. Therefore, we needed a management tool that could provide us with well founded information based on our own data. Through budgets and analysis, and well-defined reports, Profitbase gives us a better foundation on which we can make accurate decisions."

Increased Quality

Profitbase is a standard control and management tool, which can be installed with most ERP systems on the market. The system is based on modules, of which Byggmo utilizes the majority modules. According to Thunes, "Looking for an adequate tool, Profitbase undoubtedly was our first choice. The solution is flexible with highly automated routines. Processes like finding deviations, which used to take a whole day, now is done within the hour, and we don't use time on irrelevant data which was just as big a problem as finding the essential information. With Profitbase, focus and manpower is shifted towards analyzing the deviations instead of using

valuable time to locate them. The data quality is better, delivered faster, and accessible to an increased number of users."

Presentation is Everything

Profitbase is based on the MS SQL Analysis Services, with a multidimensional OLAP database (On Line Analytical Processing). Profitbase runs on top of existing financial and ERP systems, and transfer of all data from the activity systems to Profitbase is automatic. Selling building materials to consumers and professionals, Optimera's product range includes thousands of items. With close to 50 stores and approximately 1,000 employees, a vast amount of data is processed through Profitbase.

"Profitbase is our main control and management tool used to obtain data from all stores. We can benchmark across regions, do inventory analysis, key figure calculation, and present valid and important information to all interested parties. Profitbase produces excellent reports and makes analysis on request, on the spot. It is an excellent presentation tool with uncomplicated graphs and illustrations," Thunes says, adding that everything is presented on screen via an easy-to-understand web interface.

Low Maintenance – High Output

Optimera made a few adjustments to Profitbase during implementation, but the system remains close to standard and does not require much maintenance. "As there are different requirements in different regions we have to fine-tune the system and define suitable reports. When up and running, Profitbase is practically maintenance-free. Independent of location, whether you are in a board meeting or working in your office, you have all the information you need on screen with options for quick response, and drill-down and filter to mould the data to your needs. For us at Optimera, this means faster, easier, better decision-making, and pays off in improved quality and higher sales", Thunes concludes.

About Profitbase Retail Business Intelligence

The Profitbase Retail Business Intelligence (BI) solution delivers Business Insight to retail decision makers enabling them to identify problems and opportunities and make better, faster decisions. The solution provides one consolidated view of information resulting in 360 degree visibility to all aspects of business performance including channels, stores, chains, categories, inventories and financials.

The solution enables users to track performance based on their roles enabling everyone from the CEO to the store manager to monitor performance anytime, anywhere. Using a browser and role-based self-service BI interface, empowered users are able to sort, filter and drill to detail to root out problems and solve them quickly. Retailers who deploy Profitbase Retail BI are able to reduce inventories, reduce Out-of-Stock occurrences, improve turnover and customer satisfaction giving them a competitive edge is securing customer loyalty while increasing margins and revenue.

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