

# UMBRO scores with SAP BusinessObjects Enterprise



## Executive Summary

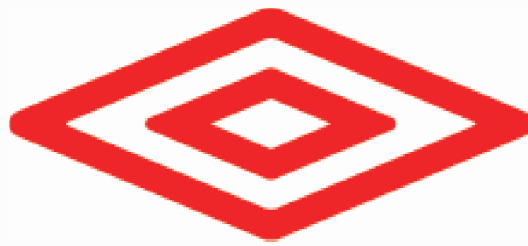
Globalisation and diversification are fundamental components of growth strategy. With aggressive plans to grow its core football based business, especially in the US, and product diversification into the leisurewear market, UMBRO needed to extend its business intelligence infrastructure beyond static reporting to provide users with interactive information query and analysis capabilities.

In addition to monitoring international expansion and support on going product innovation, the company wanted to exploit business intelligence to ensure prime sales opportunities – such as the World Cup – are maximised.

With a heritage derived from more than 70 years' association with the sport of football, UK based Umbro designs, sources and markets football related apparel,

footwear and equipment and its products are sold worldwide. The company decided to consolidate business intelligence solutions and processes globally. Having used Crystal Reports from SAP BusinessObjects, Umbro selected SAP BusinessObjects as the standard BI platform for employees in the UK, US and Hong Kong.

The company's vision was to use SAP BusinessObjects to create a single portal for static and ad hoc reports as well as management information dashboards, to provide a single, self-service source of information for the entire global organisation. Critically, Umbro needed to improve access and analysis of data stored within its SQL Server data warehouse which holds a raft of information on product sales to provide insight into trends in collections, sample and bulk orders. Umbro also wanted to improve the way it monitors its external supply chain via its



## Executive Summary

international ecommerce site, including its network of 47 global licensees, across 90 countries.

Working with SAP partner Edenhouse Solutions, Umbro created the test environment for the migration from the VMWare Crystal environment to SAP BusinessObjects. Reports developed using Crystal Reports were migrated to the test environment and converted using the SAP BusinessObjects toolset. Once confident in the quality of the new technology, Umbro moved the reports to the live environment and began to explore the functionality of SAP BusinessObjects, demonstrating the power of query and analysis with Web Intelligence and dashboards to the business.

Umbro currently has users across the UK and US. In time, the company will expand access to SAP BusinessObjects to all its 200 UK employees as well as users throughout the US and Hong Kong, while international licensees will be able to access and report on sales information online.

The benefits of the investment are significant. Exception reporting is providing US sales agents on the road with rapid access to up to date information on outstanding

orders that require attention; while *ad hoc* reporting has also transformed Umbro's ability to undertake product trend analysis and improve operational performance. The International team now has a single source of comprehensive information and is using early alerts of sales trends to monitor performance, especially in target growth markets.

Umbro is using management dashboards to measure key performance indicators which include licensee performance, business performance by region, product trends and sales against targets.

Analysis of on-time delivery, payment cycles and delivery performance will support further supply chain efficiencies. In addition to reducing the lead time in sourcing products from the Far East, real time monitoring of in-store availability of England kit for supporters enables Umbro to ensure on time delivery of kit to the national and professional football teams, ensuring event specific sales opportunities are maximised.

Call: **0121 767 9280**

Visit: **[www.edenhousesolutions.co.uk](http://www.edenhousesolutions.co.uk)**

  
**Edenhouse**  
THE FIRST NAME FOR SAP