QlikView

MAF CARREFOUR HYPERMARKETS USES QLIKVIEW FOR EXECUTIVE DASHBOARDS AND DATA DISCOVERY

"We presented the business discovery product to store general managers. They unanimously wanted the deployment immediately. This level of dashboard and data discovery was difficult prior to QlikView as managers depended on multiple static reports to follow up KPIs."

—Shahrukh Dastur, General Manager Business Analytics and HRMS, MAF Carrefour Hypermarkets

MAJID AL FUTTAIM
HYPERMARKETS LLC

Carrefour

UAE-based MAF Carrefour Hypermarkets LLC is a rapidly expanding retail industry player in the Middle East region. The company is a joint venture between Carrefour SA France and Majid Al Futtaim (United Arab Emirates), a highly diversified business house that develops shopping malls and owns the world's largest indoor skiing resort. The joint venture with Carrefour, the world's second-largest retailer, now operates 90+ stores comprising hypermarkets and supermarkets. These stores are located in the Gulf states of UAE, Bahrain, Kuwait, Qatar, the Sultanate of Oman, and the Kingdom of Saudi Arabia, plus Egypt, Jordan, Pakistan.

The senior executives at MAF Carrefour needed meaningful answers at their fingertip as operational decision making is the key to driving performance in highly competitive and growing markets. The challenge was not only to deliver a tool that can fill the gap of a managerial dashboard but also provide an in-depth view into the data below as and when needed. With existing business intelligence (BI) reporting tools, managers were able to get reports and analysis. However, they were unable to gain insights into growing volumes of 'big data' and have a bird's eye view over the full operations.

As Shahrukh Dastur, General Manager Business Analytics and HRMS, MAF Carrefour Hypermarkets, says: "We wanted to give senior managers the ability to follow-up on their questions without changing their thought process, which is a challenge when running multiple reports. Speed of information retrieval and then drill down and filtering the information was the essence to meet these ambitious targets." The requirement for QlikView does not stop there and the Carrefour team is now catering to requests from internal domains such as finance, sales, and marketing. Also, there is a plan to rollout the solution on tablet PCs to cater to a growing executive requirement.

First QlikView application analyzes sales performance in individual stores

Having researched the market, the Carrefour BI team decided to develop a new range of business discovery applications using QlikView for more than 150 users at various levels of management. The team was aware that around 1,000 retail and wholesale distributors, including the world's top-three grocers, have turned to QlikView to help improve performance. The research and pre-sales stage took place towards the end of 2011, with the first application ready in February 2012 for rollout. As quoted : "With QlikView, store managers can view sales and operations related KPIs and benchmark with other stores and year-on-year performance. The advantage is ease of benchmarking with similar stores and drill down to

a very low level."

The product was unanimously wanted for an immediate deployment by all units as data discovery was difficult prior to Qlikview as management was dependent on multiple static reports to follow up key performance indicators (KPI's)

This tool also helps the senior manager to take rapid action with a clipboard copy and email feature to the people involved for action. The company is looking forward to having their meetings and action plans using the collaboration features.

MAF Carrefour management floods BI unit with QlikView application requests

MAF Carrefour has already rolled out three QlikView applications for store operations, finance, and sourcing. It plans to take it further into the executive management domain, followed by loyalty card analysis.

Carrefour sees further value in QlikView—namely, for human resources and other ad-hoc data analysis where there are large volumes of data. "The business is flooding us with requests for new applications, which is excellent but puts stress on our project management systems," adds Dastur. There is a high demand for implementing the tool but in return has put a lot of stress on Carrefour BI Delivery department. Carrefour shares the success of the BI team and shares it with QlikTech Logesys Solutions India, which

contributed in converting their requirements into reality. Two significant reasons cited for choosing QlikView over other traditional BI systems were speed of analysis for managers and the ability to conduct business discovery analysis for remote units in countries with low bandwidth, Carrefour saw Qlikview as the only BI solution capable of operating effectively in low bandwidth environments without compromising on performance. This was a major factor in selecting QlikView."

"Qlikview is a perfect tool for data discovery and a perfect assistant for analyzing sales and operations related KPI's. The advantage is ease of benchmarking with similar stores and allows drill down to a very low level without compromising on performance even with a large volume of data." – Business Analytics Team