

Leading Fashion Retailer Improves Revenue Forecasting Using Cognos



client

Company: Chanel
Industry: Fashion and retail
HQ: Paris, France
Size: 1,450 employees
Revenue: \$9.6 billion

technologies

- Cognos 10

about kpi

KPI Partners provides strategic guidance and technology systems for clients wishing to solve their most complex and interesting business challenges involving cloud applications and big data.

KPI delivers a Cognos reporting solution to optimize inventory and improve revenue forecasting capabilities.

About Chanel

Chanel is one of the premier fashion brands in the world and a high fashion house that specializes in haute couture and ready-to-wear clothes, luxury goods, and fashion accessories.

Chanel has a growing retail presence with over 300 boutique stores and a rapidly expanding online retail business.

Chanel's Business Needs

As Chanel's business increased and expanded its boutique store presence, it became imperative to optimize inventory on hand to better meet customer demand.

An enhanced retail reporting solution was needed that gave Chanel visibility into the wide array of products available including views down to the SKU level, with year over year comparisons.

This was essential for optimizing inventory and better revenue forecasting.

What KPI delivered

KPI helped address this business need by creating a boutique flash reporting package, converting legacy impromptu reports to Report Studio reports, and creating an optimized Framework Manager Model.

Business Benefits

The new Cognos reporting solution improves Chanel's ability to identify promotions opportunities, optimize inventory levels and provides an improved revenue forecasting capability to better manage its business.

