

# BEAUTÉ PRESTIGE INTERNATIONAL



**“COGNOS REPORTNET AND NOW THE NEW INTEGRATED COGNOS 8 BUSINESS INTELLIGENCE SUITE HAVE GIVEN US THE TOOLS WE NEEDED FOR PROVIDING OUR USERS WITH MORE RELIABLE AND CENTRALIZED IT DECISION-MAKING. THESE TOOLS HAVE ENABLED US TO DESIGN A DECISION-MAKING PORTAL THAT IS NOW THE BENCHMARK FOR ALL COMPANY FIGURES. THEY ALSO CONTRIBUTE TOWARDS ENHANCING THE WAY OUR BUSINESS IS GUIDED.”**

—CHRISTOPHE DAVY, DIRECTOR OF INFORMATION SYSTEMS, BPI

## MARKET LEADER FOR MAJOR PERFUME BRANDS

Beauté Prestige International (BPI) is a 100 percent owned Shiseido subsidiary that was established in 1990. BPI is a French company best known for its three brands of perfume: Issey Miyake, Jean Paul Gaultier and Narciso Rodriguez. Despite being the size of an SME, the company operates on an international scale, with ten subsidiaries dotted round the world. The company's head office and production facilities are located in France. Today, 1300 people work for BPI and its perfumes are marketed in 112 countries. Fifteen years since BPI was established, it is already generating sales in

excess of 300 million EUR. “We are a fast-growing company,” states Christophe Davy, BPI's Information Systems Director “Yet our IT system has only been in existence for 7 years!” That's because until 1998, BPI had no in-house computer team. Instead, the company relied on the applications used by its parent company. 1998 was a turning point, with the introduction of integrated JDE management software and the progressive enhancement of the information system with the addition of new business applications. BPI then experienced an uncontrolled explosion of spreadsheets produced by Excel. “Everyone was producing spreadsheets in their own little corner of the company, which of course brought IT maintenance problems with it, especially in terms of consistency for company figures,” explains Mr. Davy. “So at the end of 2002, we tried to shepherd our users towards more centralized decision-making with the creation of cubes produced with the tool that came with our SQL Server database.” It was a move that BPI subsequently took further with the introduction of a reporting tool: Cognos ReportNet.

### BEAUTÉ PRESTIGE INTERNATIONAL

#### Type of business:

- Retail - Perfume and cosmetics

#### Requirements:

- Standardization of the way the decision-supporting solution is used
- User-friendly interface
- Easy implementation
- All key indicators in a single portal

#### Benefits:

- Enhancement of business monitoring
- Better control of architecture
- More effective queries
- Lower costs, shorter lead times and enhanced interactivity

#### Solution:

- Cognos 8 Business Intelligence

## A PORTAL FOR MONITORING THE BUSINESS WITH ACCURATE AND RELIABLE FIGURES

BPI wanted to create a business portal where staff could locate all of the figures they needed for guiding the company along the right track. As it happened, this

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portal was to become the benchmark, *“the official source of business data”*, gradually superseding all of the existing Excel spreadsheets, with their unreliable batches of information.

From the outset, the company went looking for a reporting tool capable of generating Web-type interfaces. After surveying the market closely and producing test models, BPI finally opted for Cognos ReportNet in the spring of 2004. Work quickly began on the implementation of Cognos ReportNet and the construction of a data warehouse. One year later, the company placed its first batch of financial indicators online, aimed at the sales force and management control. During the autumn of 2005, it was the turn of merchandising data to be made accessible via the portal. This development made it easy for BPI to conduct analyses on the position of its products, compared with the contracts negotiated with its customers, as well as to examine the company’s product positioning in comparison with the competition.

In parallel with creating the framework and implementing Cognos ReportNet, the project to consolidate data in a data warehouse turned out to be a major task. *“We had to carry out in-depth work in order to come up with reliable consolidated data,”* explains Davy. *“However, this work to clean up and amalgamate data was exactly what was needed to implement our strategy of having a single unified portal where employees could find reliable information that was shared throughout the entire company.”*

With this first version of its decision-making portal, BPI is already reaping the benefits of its architecture. *“The very function of dynamic pivot tables in Excel is not designed for complex manipulations of data,”* stresses Mr. Davy. *“Some queries required so much resource calculation that users had to launch them the previous evening before leaving the office so that they would have a result by the following day. Other queries simply could not be completed because they required too many dimensions. But with Cognos ReportNet, they now have a truly effective tool that enables them to make queries and receive the results virtually in real-time.”*

BPI’s Information Systems Director has also seen other gains in the form of reduced costs: *“Previously,”* he says, *“we were paying an external company to come in twice a year to produce the reports on the positioning that our products had on the shelves. This took a good week or two to produce the figures we needed. Today, we can produce a table automatically and instantly with Cognos ReportNet, and it doesn’t cost us a cent.”*

## **COGNOS FOR SIMPLICITY, EFFICIENCY AND CONTINUITY**

Operating in the areas of finance and merchandising, the Business Portal (which is the name the IT department uses internally for the Cognos ReportNet portal) now needs to be extended to include other areas. But before that can happen, BPI intends to make a quantum technological leap. *“We had the opportunity to take part in the beta-testing program on the new Cognos 8 Business Intelligence suite for two weeks in June 2005,”* explains Mr. Davy. *“It took us less than half a day to transfer all of our existing environments on to the new platform. And we were so impressed by the new suite that we have retained the test platform and are planning to switch it into production from Q1 in 2006.”* Extremely interested in integrating all decision-making tools (multidimensional analysis, reporting, dashboards, etc.) into a single, comprehensive suite, the company also appreciated the new version of Report Studio which makes it possible to manage geographical maps. It also likes the new Event Studio module for issuing alerts.

*“This period of tests enabled us to verify that the cost of migrating from Cognos ReportNet to Cognos 8 Business Intelligence was in fact zero,”* adds Mr. Davy. *“We were also able to confirm as part of the tests that the principles that prompted us to choose Cognos ReportNet in the first place, i.e. the continuity of Cognos and especially the simplicity of implementing these tools and their effectiveness, were also present in Cognos 8 Business Intelligence. The IT department was already 100 percent autonomous in the administration of Cognos ReportNet less than a year after it was purchased, so we know that this will immediately be the case with the new version. With Cognos 8 Business Intelligence, we will simply be able*

*to expand the scope of the decision-making part to new areas, in particular using the OLAP cubes that are currently still in Excel. This will enable us to benefit from the power and functional depth of this new suite and help optimize the way we guide and run our business.”*

#### **Requirements**

- **Standardization of the way decision-making software is used:** faced with the excessive use of Excel in the company, BPI wanted to regain control of its reporting tools with the introduction of a unifying data warehouse and more effective reporting tools.
- **User-friendly interface:** to convince its users, the company needed an interface that was easy to use and personalize.
- **Easy implementation:** reduced to just 13 people, the IT team at BPI did not want to become involved in implementation procedures that were too complex.
- **All key indicators in a single portal:** to facilitate access and maintenance, BPI opted to create a portal that brings together all of the figures needed by users.

#### **Benefits**

- **Enhancement of business monitoring:** the decision-making portal provides the company with a consolidated overview of all the key indicators essential for guiding the business forward.
- **Better control of architecture:** creating a datawarehouse made it possible to carry out major works on the data, giving preference to quality. The result is greater reliability in the information generated.
- **More effective queries:** users are no longer held up in creating their reports by queries that take too long to carry out.

- **Lower costs, shorter lead times and enhanced interactivity:** BPI now has tables that are created automatically in real-time. Previously, the company had to call in external service-providers. It now gains in terms of both responsiveness and costs.

#### **The keys to success**

- **A stable, full-web decision-making platform** that significantly reduces technical maintenance.
- **Straightforward management of the data environments published at the portal** authorizing the creation of trade-oriented packages.
- **Intuitive take-up by users** which speeds up adoption of the portal in the company.
- **A system of directories and security functions** that make it possible to regulate access to packages, data and tools by users or groups of users in a Web environment common to all.

### **ABOUT COGNOS**

Cognos is the world leader in business intelligence and enterprise planning software. Our solutions for corporate performance management let organizations drive performance with planning, budgeting and consolidation, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Cognos is the only vendor to support all of these key management activities in a complete, integrated solution. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.



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