

STOCKMANN



“WE WERE LOOKING FOR AN ENTERPRISE REPORTING SOLUTION THAT COULD REPLACE OUR EXISTING REPORTING TOOLS WITH JUST ONE PRODUCT AND ONE ARCHITECTURE. COGNOS MET OUR REQUIREMENTS, AND REPORTNET GAVE US A SINGLE SOLUTION TO CONSOLIDATE OUR REPORTING.”

— PÄIVI HOKKANEN, CIO, STOCKMANN

Stockmann is a Finnish-based retail company with extensive operations in Finland, Russia, Estonia, Latvia and Lithuania. The company has operating interests in several department stores, a major national retail fashion chain known as Seppälä, and an extensive catalogue business. The company also owns and operates a series of automotive outlets.

CHALLENGES FACED

- Inability to get at detailed data quickly for analytic purposes
- Huge amount of data made reporting slow

Stockmann had been a Cognos customer since 1996, when the company's finance department first realized they needed a better tool for analyzing and monitoring financial results. While their business systems contained huge amounts of data, it was not uniformly available for effective analysis.

“Because of the nature of our business, we needed a tool optimized for sorting and analyzing large data volumes. Cognos PowerPlay's superior ranking and sorting capabilities made the choice an easy one. Cognos was also a clear leader in terms of ease of use and product quality,” says Eva Mansikka-Mikkola, accounting manager at Stockmann.

By also deploying Cognos DecisionStream™, Stockmann was able to create an integrated data foundation and make its operational data stores more

“report-ready”. Stockmann was able to build, deploy, and manage a series of linked, dimensional data marts that could be analyzed using Cognos PowerPlay®. The solution provided one method of access to the company's range of data sources, including MSSQL, Oracle, DB2, XML, Progress, TeraData and Lotus Notes.

GROWTH BRINGS NEW CHALLENGES

- Multiple systems for many kinds of reports were difficult to administer
- Streamlining of processes to achieve cost reductions

Stockmann's retail operations have grown significantly over the past few years to cover a broad range of products, distributions channels, and geographic markets. With a widespread presence throughout Finland and Eastern Europe, and with no consolidated reporting system in place, Stockmann has recently begun to address its global reporting needs.

Stockmann selected Cognos ReportNet™ for its unparalleled report coverage, and its ability to streamline report authoring and distribution processes. “We were looking for a solution that could replace our existing reporting tools with just one product and one architecture. Cognos met our requirements, and ReportNet gave us a single solution to consolidate our reporting,” according to Päivi Hokkanen, CIO of Stockmann.



THE NEXT LEVEL OF PERFORMANCE™

BENEFITS REALIZED

- Ability to quickly analyze daily sales and finance data for improved performance management
- A single, consistent reporting environment and architecture that can be centrally administered for the entire organization

“In order for our decision makers to effectively monitor and drive the performance of our business, it is important for us to distribute reports in a timely fashion for immediate action,” continues Eva Mansikka-Mikkola.

Cognos PowerPlay enabled Stockmann to speed up the delivery of their business information to decision makers throughout the company. By deploying Cognos DecisionStream, Stockmann further enhanced their ability to quickly consolidate and distribute key financial and sales data.

With its reporting foundation firmly in place, Stockmann’s next step was to look for an enterprise-strength reporting tool that would support the creation and distribution of any required report type. Cognos ReportNet—the industry’s first all-in-one query and reporting software—was selected as the logical choice to address these requirements.

Offering comprehensive reporting coverage, ReportNet enables Stockmann to cover the company’s reporting needs by letting their thousands of users create, modify, and distribute any report required in a completely web-based environment. ReportNet lets users author and distribute their own queries, in addition to managed and interactive business reports that can be sent to many report consumers. Built on web services technologies, Cognos ReportNet can also be easily integrated with any application or environment further maximizing its flexibility. ReportNet’s Unicode multilingual capabilities will also allow Stockmann to easily support users in Russia, Estonia, and Latvia.

“ReportNet meets our reporting needs. It easily adapts to changing reporting needs, data content, and end-user requirements. We are expecting ReportNet to significantly reduce the time needed to author the reports needed for our business users,” adds Mrs. Hokkanen.

Mrs. Hokkanen believes that standardizing on ReportNet will bring the company several benefits, including cost savings. Cognos ReportNet eliminates the need for multiple reporting tools and the resulting costs associated with duplicate training, maintenance, administration, hardware resources, and support. ReportNet also ensures consistency in the information that users need to make informed decisions. “ReportNet has met our expectations to date,” concludes Mrs Hokkanen.

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.



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