

Crimson provide BI consultancy skills to design and author key business reports for Midlands Co-op.

Customer Profile

Midlands Co-operative Society Limited - or Midlands Co-op as it is better known - is the second largest independent Retail Society in the UK.

Midlands Co-op is a modern, forward-looking organisation employing some 7,600 staff and with gross sales in excess of £749 Million. Their principal areas of activity are Retail - food and non-food; Travel; Funeral Services, and Transport. Midlands Co-op also have a substantial investment property portfolio.

The Challenge

The Client's Senior Management Team recognised the importance of Business Intelligence (BI). However the difficulty of attracting and retaining appropriately skilled resource undermined the ability to deliver rich, consistent and up to date information across the business.

Why Crimson?

Crimson were selected due to our pragmatic approach to and expertise in BI, with particular skills in (Business Objects / Crystal Reports) report design and authoring.

Our skills in requirement gathering, knowledge of the retail vertical marketplace and experience of report authoring meant we were a perfect match for Midland Co-op's requirements. Crimson's dynamic and proactive approach to working through Midland Co-op's lengthy list of requirements enabled key internal resources to be devoted to achieving parallel goals in other areas of the business.

Crimson worked with Midlands Co-op in the role of Business Objects Consultants for 6 months using Business Objects release XI and writing reports in Desktop Intelligence and Web Intelligence. The roles were split over two distinct projects.

One project focused on the Payroll and HR side of the business and writing reports based on iTrent software. This involved updating and liaising with the business users to obtain information to assist in creating reports for such areas as Timesheets, Pensions, Tax and Employee HR information.

The other project was the Gold project and involved being the sole report writer on the new Gold system whilst it was being implemented in all the Co-op stores UK wide.

For the Gold Project Crimson were tasked with creating reports from specifications and then progressing the reports through updated specifications to ensure they met the business users' needs, testing and modifying through to live use. Example of report areas covered within this project are:

- Customer count
- Promotions reports
- Stock reports
- Sales reports

Key Client Benefits

- Increased visibility of supply chain information across the organisation
- Increased connectivity across applications, starting with a common view of the data

For more details contact the Crimson team on **01675 466 477** or sales@crimson.co.uk