

# Large Canadian Retailer

*Modern data platform to improve store reporting and customer engagement*



## Overview

Our customer, is a Canadian owned and operated retailer specializing in the healing power of 100 percent natural, plant-derived alternatives to pharmaceutical medicine.

## Challenges

Our customer was challenged with exposing and building analytics on their AX 2012 instance. They were looking to improve visibility to their inventory and sales performance across their supply chain and retail channels. The customer wanted to specifically understand current inventory, inventory movement, inventory history, and sales performance by store and channel including Comp, IPT, sales margin, returns and total sales. The customer did not have a foundational analytics architecture and asked Hitachi Solutions to implement a modern data platform in Azure.

## Solution

Hitachi Solutions deployed a modern data platform using Azure Data Factory to ingest the information, Azure Data Lake to store the information, Azure Data Warehouse to process and transform the data, and Power BI to drive visualizations for end users. Reports were near real-time and refreshed multiple times per day.

## Benefits

With this implementation, Hitachi Solutions was able to take this customer from “dark to cloud” and into production in 10 weeks using the MDP10 framework. Benefits include:

- Near real-time sales performance
- Insight into inventory as it relates to sales performance
- Sales and inventory insight enabled allocation and replenishment optimization
- Defined sources of truth for sales and inventory data
- Created an analytics foundation to support further insight (i.e. member clienteling and campaigns)
- Provided sales and inventory insight to support enterprise planning and GTM product buying decisions