



Health and fitness retailer implements essential sales analytics to maximise future profitability

Industry case study: retail

Challenges

- Existing software not scalable to meet current analytics demand, requiring migration to a new data analytics platform
- Seeking cost flexibility
- Data users requiring remote access to platform.

Solutions

- Deployment of an analytics platform in the cloud via AWS
- Automated data modelling report production
- On-demand and scheduled support of the analytics platform and the customer's Virtual Private Cloud (VPC).

Benefits

- Sophisticated analytics platform stood up within weeks, offering a 25% time saving compared to the on-premise equivalent
- PAYG cloud pricing structure to achieve cost optimisation and first year savings of 20%
- High platform availability
- Remote staff access to essential data via secure connection
- Managed Services support contract leaving customer's staff free to focus on business-critical tasks.



Implementation of a cloud analytics platform to realise enhanced brand recognition and enable rapid growth within the highly competitive health and fitness retail market.

Background

Our customer is a huge retail brand within the health and fitness industry. Within six years of launch, the company was targeting an annual turnover of £100m, with a dedicated customer base across the globe.

Business issue

The customer had no sophisticated environment to support advanced analytics and reporting of its essential sales data. This meant there was little insight to inform its business-critical decisioning for future development and to form the basis for achieving faster sales growth.

Why was this required?

Our customer experienced huge success within a very short space of time. Such fast-paced development meant the business' existing hardware and software for managing sales data was not equipped to support such a high level of demand, rendering it ineffective for the huge volume of sales information available. This made it difficult to generate any useful insights, making the process both complex and expensive.

Vision

The customer sought to implement a new, cloud solution which could provide real-time analytics and easy-to-interpret visualisations of business-critical sales data. These would be used to inform business decisions for the future. Key customer considerations were cost and flexibility.

Amadeus solution delivered

Within just three weeks, Amadeus had implemented the following:

- The installation of a brand new, ready-to-use cloud analytics platform. A traditional on-premise equivalent could have taken weeks longer to implement, realising the customer essential time and cost savings.
- The creation of a Virtual Private Cloud (VPC), built on a dedicated server using elastic cloud computing:
 - Configured to allow access for required end-users in remote locations.
 - Pay-as-you-go cloud computing payment structure provided cost optimisation and flexibility for the customer as costs were only incurred when the infrastructure was in use.
 - Failover/ recovery provisions in place.
- Automated data modelling reports:
 - Displaying key business statistics and insight to inform future business decisions.
 - Generated by just the click of a button - simplifying the process, achieving time-savings and avoiding the potential for human error during report creation.
- Provision of a Managed Services support contract, including on-demand incident management and ongoing platform maintenance. This removed the need for on-site staff to support the platform, leaving them free to focus on other business-critical tasks.

Results

The decision to host the analytics platform in the cloud (instead of choosing an on-premise solution) realised 20% cost savings for the customer in the first year. Additionally, the charges for cloud platforms are more transparent and flexible than the sometimes-opaque costs associated with total ownership of an on-premise solution.

By opting for a cloud analytics platform, it was implemented and signed-off within just three weeks - a time saving of at least 25% compared to an equivalent on-premise solution. This allowed the customer's teams to get their analytics up and running much quicker and start reaping the rewards.

The subsequent output provided critical, new insight including:

- Which sales promotions generated most sales,
- Key customer types and age groups,
- Major sources of new business.

With such powerful insight, business heads could make decisions to maximise future sales based on historic data and concrete evidence of past experience.

Amadeus' **cloud** solution installation saved the customer time and money. Meanwhile, the insight generated offered tangible evidence to inform maximisation of future sales.

About Amadeus Software – trusted analytics experts

Founded in 1989, Amadeus has an impressive history of supporting its customers in maximising their Return on Investment from data through the application of data analytics and data science across its key business services.



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Amadeus partners leading providers within the industry, including SAS, Microsoft and AWS, to ensure our customers receive the best solution to meet their challenges. These solutions can be across any main programming language, such as SAS, Python, R or SQL.