

Netlink Analytics Platform Implementation, Retail Pharmacy

Scope

- BI Master Planning Services
- Data warehouse and BI Implementation Services
- BI Value Management
- Coverage : Canada, 1600 + Stores



Business Challenge

- Existing Data Warehousing and BI program not delivering value
- Data scattered across numerous different source systems or repositories
- 15 business groups independently accessing, manipulating same or similar information from source systems using numerous different technologies.
- The business leaders needed a technical and functional road map to understand the common informational needs across different groups and build a data repository in order to be able to provide timely, relevant and integrated information to various stakeholders.

DeltaPlatform Components Utilized

- **SaaS:** Netlink Data and Analytics Cloud
- **IT Services:** Application Value Management
- **PaaS:** Project and Service Delivery Management tools

Results

- More intelligent space and product allocations
- Rapid talent scale and outsourcing
- 600% reports performance improvements
- Improved IT responsiveness & better system performance

Business Results

- Higher Customer Retentions
- Labor and Store Operation efficiencies
- Better “What If” modeling Capabilities for matching demand with assortment, price and promos
- Higher average transaction value
- Higher average transaction value
- Increased Shopping frequency
- Better reaction to supply chain changes

