

## ABC MALL CONSOLIDATES DATA IN 15 MINUTES WITH QLIKVIEW INSTEAD OF THREE HOURS

"With QlikView there is no need for a data warehouse. We have reduced data consolidation time for information from different stores from up to three hours to 15 minutes. In addition, business users can customise their reports on a self-service basis."

– Elie Harb, IT Manager, ABC Mall



ABC Mall, whose owners opened the first department store in Beirut in 1936, have symbolised the revival of Lebanon as a magnet for tourism and shopping since the civil war ended in 1990. In 2003, the company—part of the ABC Group—opened its first European-style shopping mall in Achrafieh, Beirut, and now has 17 outlets in Lebanon.

With 60,000 square metres of retail space offering major global brand names, such as Desigual, Tommy Hilfiger, Hugo Boss, Sandro, and chic Parisian label Maje, ABC Mall has been transformed from a pure retailer to a retail real estate developer and franchisee. Investors which have witnessed ABC Mall's success are courting the company in the interests of doing projects elsewhere in the region.

### ABC Mall needed a consolidated corporate view of BI data

The continued expansion of the ABC Mall retail real estate portfolio is based not on nostalgia for the past or speculative instincts but on sound business principles including effective data management. However, until recently Lebanon's retail real estate industry leader lacked any centralised decision making system. Elie Harb, IT Manager, ABC Mall, says: "We lacked a consolidated corporate view of our data. We had multiple sources of business intelligence (BI) in

Oracle's JD Edwards enterprise resource planning suite, JDA's MMS Retail, Microsoft Dynamics CRM, and Excel spreadsheet software. But with so many different versions and analysis tools, the process of reporting was taking far too long. By the time reports reached management the information was often out of date. Time was taken up in meetings arguing about the reliability of the data instead of making decisions and attempting remediation."

The lack of any single version of the truth was not only time consuming to remedy at ABC Mall but seriously impacted adversely on employee productivity. Data consolidation could take up to three hours. Specific departments had special needs—for example the human resources department at ABC Mall wanted to consolidate the cost of the 1,000-plus people working for the company so it could be properly recharged internally. It was also becoming increasingly difficult for senior management to monitor all brands and performance by individual stores—a vital task given the group's expansion plans. Harb adds: "With the previous system our IT team was under considerable stress since 60 per cent of our time was spent creating customised reports for different business units within the company. It was a continual struggle to stay ahead of the game."

### QlikView offers the most agile reporting and analysis solution

In mid-2011, ABC Mall reviewed several options including Oracle BI applications for JD Edwards, Microsoft SQL Reporting Services, and SAP BusinessObjects before

### SOLUTION OVERVIEW

#### ABC Mall

ABC Mall was the first department store operator in Lebanon and the Middle East tracing its history to 1936. ABC Mall opened Lebanon's first European style shopping centre in 2003 which is highly popular with local residents and tourists. Its 8 branches in Lebanon employ more than 1,000 people and welcome 11 million visitors a year.

**Industry:** Engineering, Construction & Real Estate Services, Retail & Wholesale Distribution

**Function:** Finance, Sales, Human Resources, IT, Service & Support, Supply Chain, Operations

**Geography:** Lebanon

#### Challenges:

- Consolidate data from multiple sources
- Deliver reports in minutes not hours
- Improve decision making

**Solution:** Alyotech deployed the first QlikView application for the finance department in just four weeks. Since then ABC Mall has implemented several new applications for between 150 and 200 users.

#### Benefits:

- Deployed a single architecture for all BI
- Data consolidated in just 15 minutes
- Supported faster business decision making
- Delivered first application in just four weeks

#### Data Source Systems

Application: JD Edwards  
DW/BI: JDA's MMS Retail  
Databases: Oracle, Microsoft CRM

#### QlikTech Partner

Alyotech Middle East

## RETURN ON INVESTMENT

Faster business decisions based on a single version of the truth

## TIME TO VALUE

Data consolidation takes 15 minutes instead of three hours



making contact with QlikTech Partner Alyotech-Middle East in Lebanon. Harb says that the traditional BI vendors were quoting delivery times of “six months to a year” as against Alyotech being able to deliver the first QlikView application in a matter of weeks. Jean Abou Jaoude, Executive Director, Alyotech Middle East, says: “ABC Mall was looking for a single architecture to meet all its data analysis needs from key performance indicators (KPIs) to the underlying detailed data. QlikView offered a platform from which all departments could work from the same base data.”

Business agility rather than cost considerations was the principal driver for ABC Mall in choosing QlikView for between 150 and 200 users. Harb says: “One of the keys to QlikView's success is its unique, award-winning in-memory associative technology. In-memory analysis and reporting means one-click access to visually rich, interactive dashboards that almost anyone can build quickly and modify easily.”

Alyotech developed a proof of concept and within just four weeks delivered the first application for finance at ABC Mall. The partner also managed advanced training for business users and knowledge transfer to the IT team. A proof of its success is that since then ABC Mall has added new modules for sales, HR, CRM, IT management and a specialised application for property management. These modules each took only a couple of weeks to go live. The future roadmap includes adding a module for inventory management which will help brand managers check stock more efficiently and order required items on a just in time basis. Harb adds: “For ABC Mall the ease of implementation of QlikView and the rapid time to market for new modules is a huge advantage over traditional BI systems. Once the first application was implemented we were able to develop all additional modules with our in house IT team.”

## Data consolidation time reduced from three hours to 15 minutes

QlikView is turning data into valuable business knowledge for ABC Mall by consolidating relevant information from multiple sources using its unique brain like Business Discovery technology. QlikView was the first BI vendor to directly leverage the value of the colossal amounts of information that is trapped in static reports, PDF files, ERP reports, and other content-rich, but difficult to use diverse data sources. Previously, ABC Mall was dependent on static reports and the requirements of the business for customised reporting were consuming 60 per cent of the IT team's working day.

Harb says: “With QlikView there is no need for a data warehouse. We have reduced data consolidation time for information from different stores from up to three hours to 15 minutes. In addition, business users can customise their reports on a self-service basis without having to call the IT helpdesk.”

QlikView helps customers such as ABC Mall with large data volumes to easily analyse all of their data for better and faster decision making. Harb says: “Fast business answers mean management at ABC Mall can make smarter decisions based on objective analysis of KPIs and other sources of information. QlikView is driving a major culture change in the organisation. It is changing the way our people go about daily reporting from a common data base of knowledge without having to search through different data sources. In future, ABC Mall plans to deploy QlikView on iPads for senior management to view data from anywhere adding even more agility to the business.”