

Apparel™

Technology & Business Insight – From Concept to Consumer

Posted on 2/3/2009

Meijer Selects QuantiSense

Meijer has selected the retail-specific business intelligence (BI) and data warehousing application from QuantiSense.

Meijer, a long-time user of MicroStrategy's BI platform, which it runs on a Teradata database, chose Quantisense to deliver a stronger context in which to present the data to its users; it sought a structured and systematic method that would introduce new metrics and create new paths from exception to action.

Built on MicroStrategy's architecture, QuantiSense will provide Meijer's merchandising staff with role-based dashboards that present the most relevant information for each user's department and unique responsibilities in a simple, user-friendly format, allowing users to view key exceptions and performance data and easily drill down on any item for granular details.

After the initial merchandising rollout, Meijer plans to expand QuantiSense into other areas of its business such as supply chain services, executive management reporting and consumer insight.

Additionally, Meijer has chosen to use the new "Developing Your Playbook" management consulting offering from QuantiSense Professional Services, which will map out the retailer's unique roles and responsibilities and determine which "plays," or action-based guided analytics, are most important for users to have at their fingertips every day.

"Our work with QuantiSense is an integral part of an overall initiative at Meijer to transform how we manage our merchandising operations, from planning and buying to forecasting and replenishment," said Dennis Mullahy, group vice president of merchandise planning and supply chain management for Meijer.

"With QuantiSense's BI application and unique Playbooks offering, our objective is to refine what our end users see, enable them to improve their business decision-making, and ultimately expand these concepts and processes to other relevant areas of our operation."