

Cisalfa Sport



CASE STUDY

Company

Cisalfa Sport

Industry

Retail

Uses of CCH Tagetik

- Closing
- Profitability Analysis
- Budgeting & Forecasting
- Cash Flow Planning
- Strategic Planning
- Financial Reporting
- HR Cost Management

Key Facts

- 400 cost centers including shops and structures
- 3000 employees
- Six annual scenarios for four processes (i.e. budgeting, balance sheet, cash flow and forecasting)
- 30 allocation and closing rules

“We chose CCH Tagetik due to its unified architecture, database stability, flexible scalability and rich, built-in features like data traceability.”

Claudia Perico

Head of Planning & Control, Cisalfa Sport

The Challenge

Cisalfa Sport previously used separate products for planning, financial reporting, monthly closings and OLAP analysis. Since these tools were not integrated and lacked ETL functions, users had to manually export and merge the data into Excel files — a procedure that involved considerable amounts of time and resources.

To save time and costs, the group decided to deploy a solution to unify its performance management processes. The project team wanted a solution that was simple to use and maintain, yet was sophisticated enough to support its complex processes with rich capabilities and modern security concepts.

The Objectives

Cisalfa decided to implement CCH Tagetik to achieve the following objectives:

- Synchronize data from HR, ERP, sales and other relevant systems
- Accelerate monthly closings
- Automate the workflow for collecting and validating budget data
- Forecast seasonal changes in stores
- Run various purchasing simulations
- Implement processes for short-term budgeting and strategic five-year planning
- Conduct flexible analyses on human resource costs, profitability by stores and categories.

Cisalfa implemented this project in several phases. In 2008, the company deployed modules for budgeting, financial planning and financial closings. By late 2009, it had added functionality for human resource cost management and project profitability analysis for stores and product categories.



Microsoft Technology

- Microsoft SQL Server as financial datamart
- Data input tool based on Microsoft Excel

Requirements

- Retail points of sale analysis
- Simulations for opening and closing stores
- Analysis of the distribution network by region
- What-if analysis

Benefits & Results

- Faster import times
- Accelerated closing process
- Streamlined budgeting process
- Complete data traceability
- Rich simulations
- Flexible reporting structures

“We were impressed that CCH Tagetik’s consultants were able to adapt the application to our specific business needs.”

Claudia Perico

Head of Planning & Control, Cisalfa Sport

Microsoft Technology

The new solution leverages a common financial data mart that exploits the advanced data management capabilities of Microsoft SQL Server Analysis Services. Direct connections to the company’s ERP systems and a data input tool based on Microsoft Excel automatically feed the system with current data.

The Result and Benefits

Thanks to the new CCH Tagetik solution, Cisalfa Sport can manage all processes that drive corporate performance within a single solution. Since importing data, closing the books and creating budgets now require about 30% less manual work, users can focus their energy on analysis and other qualitative tasks.

For the first time, Cisalfa can analyze personnel costs and budget-actual variances in detail from different angles. Using the powerful, built-in features for profitability analysis, the group can now analyze its distribution network by regions and run different simulations for opening or closing stores.

Although CCH Tagetik is a highly sophisticated solution, it is very simple to use and administer. As a result, users can maintain rules and manage reports on their own without the need for IT assistance.

Despite its highly complex processes, Cisalfa can now easily trace its data, run flexible simulations, and adapt its reporting structures. This helps streamline its CPM processes and accelerate cycle times as a whole.

About Cisalfa Sport

Cisalfa Sport is a leading Italian sports retailer with over 160 stores, 30 million patrons and 7.5 million receipts annually. In order to increase its 20% national market share, the company strives to improve product quality, optimize its purchasing process, and offer the largest selection of sports apparel, equipment and footwear. In addition to opening new stores, the company is driving growth by acquiring additional chains, stores and brands.

Cisalfa Sport stores are part of Cisalfa Intersport Italy, a company associated with Intersport International, which has about 5,000 sporting goods stores in 27 different countries worldwide. Thanks to strong international partnerships and affiliations with industry-leading brands such as Nike, Adidas, Puma and Reebok, Cisalfa Sport stores have a broad product assortment to meet the needs of all types of consumers. Cisalfa owns 98.6% of Intersport Italy.

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