



Business benefits of ARC at Robinsons Retail

Multiple format retail conglomerate
327 Stores | 8 Retail Formats | 6,000 Employees | Philippines



The Robinsons Retail Group is one of the largest retailers in the Philippines with eight retail formats. The Robinsons Retail Group owns and operates over 327 stores nationwide with formats like department store, supermarket, hardware & home solutions, appliances, toys, fashion boutiques, and storage solutions. It is a franchise driven organization with major alliances with Topshop, Topman, Dorothy Perkins, Wallis, Warehouse, Toys R Us, True Value, and Howard's Storage World.

Business benefits

Driving real results at Robinsons with deeper insight

Here are some benefits they've realized using ARC:

- Shrinkage for the 'Fresh Produce' section has reduced considerably. Updated prices and deals for fresh produce are now communicated through the day depending on quantity of produce available and time of the day. This has led to an increase in the sales of fresh produce in the latter half of the day.
- With better visibility into sales, Robinsons is now able to run promotions that enable them to bridge the gap between projected and actual sales. Hence, enabling them to meet targets. This has not only increased footfall in stores but also increased the motivation level of store managers to find ways to increase sales in specific departments.
- Visibility into sales information across departments, categories, product lines and SKUs, has enabled Robinsons to come up with better pricing and assortment strategies. With a change in strategy, the customer loyalty index has also seen a boost.
- With better insight into the stock available in stores and various stages in the supply chain, Robinsons has been able to move-out plans better. This has resulted in improved days of supply and replenishment response time.
- Better insights into brand shares and trends have allowed Robinsons to implement promotions at the right time to maximize sales.
- Better SKU rationalization analysis now enables Robinsons to identify items that need to be replaced and removed. It also provides them with a better picture of items that customers look for. As a result, customers find the best assortments and keep coming back to the store.
- Analyzing private labels performance against brands has allowed the merchandising division to focus on in-house items that have potential for increased share and contribution to sales.



Business before ARC Constrained by usability

A leader in innovative merchandising and marketing, Robinsons growth to the next level was inevitable. Robinsons recognized that the ability to make better, faster decisions was the key to its growth. While they had the best-of-breed operational systems, they lacked an integrated decision-making platform. Disintegrated ad-hoc reporting processes caused delays in report generation. The reports generated were cumbersome to analyze, limited in presentation and visualization capabilities, and the numbers were often inaccurate. A huge amount of time went into preparing, correcting and analyzing data, and less time in its application. As a result, Robinsons often lost out on short and medium term market opportunities. The need of the hour was a system that interfaced with their JDA transactional system and provided a single view of operations for their 8 different formats. Now, that's a mean task!



Business since ARC Ready-to-go analytic applications

To capitalize on market opportunities, Robinsons went in search of a system that enabled them to take decisions based on scientific data analysis rather than a gut feel. ARC Retail BI fitted this description. Since implementation, sales have increased. They can now easily identify promotion-eligible merchandise, as well as analyze the margins of SKUs and come up with the competitive pricing strategies. In addition, Robinson's has improved its supply chain process. They have improved days of supply and inventory performance with quicker response time for implementing programs and move-out plans focused on categories and SKUs with the highest days of supply.

Today, Robinsons uses ARC to take all its decisions, be it related to merchandising and assortment, inventory, pricing, promotions or customer loyalty.

BI Usage Environment

- Business users: Over 120
- Employees maintaining BI: 2
- Top users: ARC is used by various roles from head of divisions to operational managers in Merchandising, Operations, Finance and Supply Chain
- Top usage areas: Plan vs actual performance, sales and margin performance, category scorecards, vendor scorecards, days of supply, store daily sales analysis, SKU rationalization, private label vs brand analysis, day-part analysis, YOY growth analysis

Usability in Role-based Analytics

While ARC is a comprehensive solution for all aspects of decision making, like operational BI and performance management, its ARCs usability and role-based guided analytics that has made it a favorite among our decision makers. In all respects, ARC behaves like it's built for our organization, and its thoughtful design and application are its biggest strengths.

- *Thelma G. Roxas, CIO,
Robinsons*

Being a product designed for retail, I think ARCs inherent ability to take away the pain of building parts of the decision making technology stack and reach our goals in a few weeks has added tremendous value. It has helped us jumpstart and accelerate our endeavors.

- *Thelma G. Roxas, CIO,
Robinsons*