

Beckett Associates manages inventory and reduces unused merchandise with QlikView and Analytics8

“QlikView allowed us to gain greater visibility in our data than we ever thought imaginable. Now, we are able to effectively manage our inventory and stay up to date with the latest industry trends.”

Heather Sterk, IT Director, Beckett Associates

Beckett Associates is the largest North American distributor of trading cards (gaming, sports and entertainment), related trading card supplies and hot trend items. The company provides retail supply chain management and specializes in category planning, planogram development, initial distribution, replenishment and merchandising of the modular for its retail



partners. Additionally, Beckett Associates supports manufacturers who are looking for retail distribution of their products.

Beckett Associates is a trend-based company that aims to consistently offer products that are relevant to current culture. Partners rely on Beckett to increase sales results from year to year by constantly innovating, while also identifying new properties to distribute and maximizing sales performance of evergreen brands.

Effectively managing the inventory

For a significant period of time, Beckett Associates ran its business without the use of a reporting or analytical tool. The company was pulling disparate data from numerous sources, resulting in multiple reporting silos. Additionally, the reports were pulled together in Excel, an extremely inflexible and static tool. End users were becoming increasingly dependent on IT to maintain the reports, which often slowed down the business.

Beckett Associates’ limited Business Intelligence (BI) capabilities, coupled with the need to be trend-based, resulted in its inability to effectively manage inventory. For example, the company frequently overbought products resulting in several manufactured goods sitting in the warehouse for too long and becoming unused inventory. This led to lost revenue for the company.

“Overall, Beckett Associates was looking for a solution that allowed us to analyze data from multiple sources without having to develop an Enterprise Data Warehouse, said Heather Sterk, IT Director, Beckett Associates. “Additionally, we wanted to enable selfservice reporting and analysis for our end users.”

Choosing QlikView

Faced with the prospect of purchasing other reporting solutions that were cost

Solution Overview

Beckett Associates

Beckett Associates is the largest North American distributor of trading cards (gaming, sports and entertainment), related trading card supplies and hot trend items.

Industry

Retail & Wholesale Distribution

Function

Sales, Operations, Supply Chain, Finance, HR

Geography

United States and Canada

Challenges

- Analyze data from multiple sources without having to develop an Executive Data Warehouse
- Enable self service reporting and analysis for end users
- Improve inventory management to prevent unusable merchandise

Solution

Beckett Associates deployed QlikView to high level executives in less than four weeks. With QlikView, Beckett Associates supports visibility while handling the large data volume of nearly 15-20 million rows of records.

Benefits

- Prevented merchandise from going unused
- Increased revenue

Data Source Systems

Application: Visual AccountMate, Velocity

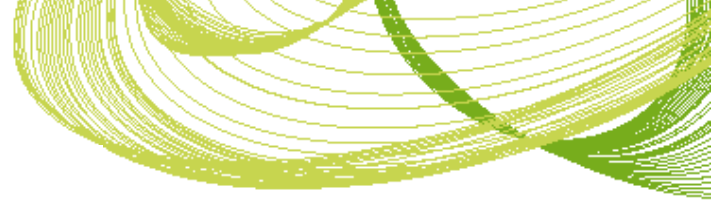
Database: SQL Server 2008, Excel

Hardware: Dell, HP

QlikTech Partner

Analytics8





prohibitive and required long deployments, Beckett Associates' IT Director, Heather Sterk, took action. She took the advice of a colleague who had been using QlikView, QlikTech's user driven Business Intelligence solution – known as Business Discovery, and downloaded the free online application.

Shortly after Sterk installed the tool, she called upon Analytics8, a BI and Data Warehouse (DW) enablement and optimization consulting firm, to facilitate the implementation of QlikView. Analytics8 works with many Fortune 500 companies on their QlikView implementations. Specifically, Analytics8 implements QlikView to become the primary BI Platform for reporting and analysis, and helps companies reduce the amount of unused and mundane reports that are created.

Implementing the solution

After assessing Beckett Associates' Business Intelligence needs, Analytics8 concluded that the QlikView Associative Architecture would be the most effective solution for the company. Analytics8 knew Beckett was growing, that it had multiple data sources, and needed a robust yet nimble BI Platform that would be accepted by its end user community and capable of growing with the business. The Associative Architecture included applications such as Inventory Analysis and Store Analysis, ideal for industry in which Beckett operates.

After spending a week in QlikView training, the first set of applications was delivered for executives focusing on daily, weekly, and monthly accounting data. Within 90 days, there were QlikView applications built for executives with financial data, the sales force for forecasting, and line operators for supply chain analysis. The company gained

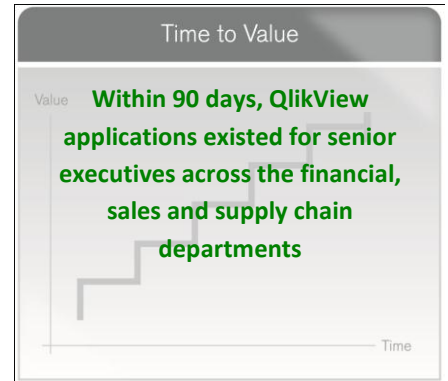
visibility into what products were being sold in retail, what was being returned and what products could and could not be used.

Return on investment

As a result of the QlikView deployment, Beckett Associates' Business Intelligence capabilities grew tremendously. The result was a better business process for reporting and data analysis, along with increased revenue. With QlikView, it became faster and easier to compile data, manage inventory and take action on products that needed attention.

When Analytics8 first met Beckett Associates, they had two major competitors. Within six months of using QlikView and having more efficient and streamlined data analysis capabilities, Beckett acquired these competitors and has had substantial financial growth.

"QlikView helped immensely with the integration of additional data sources from our purchases," said Heather Sterk, IT Director, Beckett Associates. "QlikView has enabled us to manage supply chain and react to trends as we see them. Without the help of QlikTech and Analytics8, we would still be accruing unusable inventory in the warehouse."



About Analytics8

Analytics8 is a Business Intelligence (BI) and Data Warehouse (DW) enablement and optimization consulting firm with over 65 consultants in Australia and the United States. Analytics8 provides consulting services covering the end-to-end BI life cycle, from strategy to design, development, implementation, support, and training.



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