

An Argentine retailer cuts costs, optimizes profits with powerful online tools.

The Company

Argentina-based homecenter retailer Hipertehuelche – like U.S.-based Home Depot – focuses on the construction and building materials markets. The company offers a wide range of product lines and individual stocking items (SKUs) numbering in the hundreds of thousands through self-service retail environments, and also maintains large warehouses for storage and direct distribution of physically large items.

Hipertehuelche began operations 35 years ago as a construction materials sales warehouse in southern Argentina. Now the second-largest homecenter chain in Argentina – and the first owned completely by Argentine investors – the company operates stores in all larger Patagonian and South Argentina cities, and continues to expand.

Challenge

Hipertehuelche recently completed migrating its business management processes from a legacy ERP application, previously developed in-house, installing in its place the open source OpenXpertya (OXP) ERP solution. OXP includes a full-featured data warehouse and operational reporting solution that's useful for routine, day-to-day uses.

OXP does not, however, provide the kinds of advanced reporting and analytics the company needed to carefully monitor, manage and plan business performance. With the need to track a range of performance indicators – time-phased inventory profitability, warehouse space allocation, and certain direct and indirect costs among them – the company resorted to manual, labor-intensive spreadsheet solutions, a distraction and annoyance for business users.

These challenges led the company's IT executives to search for Business Intelligence solution capable of automating the analytics process and presenting key metrics in web-accessible dashboards. The solution would need to be compatible with OXP's Oracle 10G database platform, and – given the company's continued growth – it would need to scale easily in support of ever-expanding data volumes.



DISYTEL

OVERVIEW

DISYTEL is the leader in Spanish Latin America in providing business solutions based on Open Source tools and products.

It has more than 10 years working in the market and it has been pioneer in the use and integration of Jaspersoft Business Intelligence Suite in the region.

The firm has a professional team with a vast experience in consulting activities focused in organization management, generating high value added to Jaspersoft tools power and functionality.

FIND OUT MORE

Jaspersoft and its suite of BI products
jaspersoft.com

Jaspersoft open source community
jasperforge.org

DISYTEL

For more information, please visit www.disytel.com or call us at + 54 11 4342 2110.

Options

Early on, the company evaluated a number of proprietary, Oracle-focused BI solutions. But cost was an important factor, and the selection process soon narrowed to focus on open source technologies.

Partly because Hipertehuelche end users were already comfortable with JasperReports, selected earlier to supplement OXP's native reporting capabilities, the company carefully evaluated a comprehensive BI solution from Jaspersoft.

Because the company also wanted to integrate data from multiple sources, there was a need for robust yet easy-to-use "ETL" tools (for extracting, transforming and loading data). For its overall usability, and its powerful, intuitive, Eclipse-based ETL capabilities, Hipertehuelche chose the Jaspersoft Business Intelligence Suite, and selected DISYTEL – a Jaspersoft Strategic Alliance Partner in Argentina – to develop and install the solution, with support from Jaspersoft.

Solution

The chosen solution included the complete Jaspersoft Business Intelligence Suite:

JasperETL integrates information from multiple data sources into the company's corporate data warehouse.

JasperReports is used to design and present critical sales, inventory, and finance information via a range of dashboards and reports.

JasperAnalysis is used to design and manage of a set of OLAP cubes – analysis-tuned data collections – that support the company's "Control Panel." This top-down analytics environment delivers critically needed online research capabilities, dramatically extending the value of the information collected and managed by the OXP application.

JasperServer is the platform and report server which houses and manages the complete BI solution, enabling end users to create ad hoc queries, reports, dashboards and other reusable assets while managing access control and data security functions.

Notably, the solution gives Hipertehuelche business users online access to a comprehensive array of key performance indicators – including critical inventory performance analyses that integrate capital investment, warehouse space consumption, and allocated overhead to support timely decision-making on more than 40,000 inventory items.

Results

By giving business users online access to key performance metrics, the Jaspersoft Business Intelligence suite has helped the company meet a key strategic goal. Just as importantly, these new tools have enabled the company to achieve significant profitability improvements.

First, Hipertehuelche is seeing real revenue growth through improved capital analysis performed with Jaspersoft tools. The company is also able to make smarter inventory buying decisions, and can more cost-effectively allocate warehouse space. Finally, the advanced analytics have made it feasible to maintain multiple pricing structures for use across differing geographies and seasons. All of these capabilities have enabled the company to improve its bottom line.

About Jaspersoft

Jaspersoft provides the most flexible, cost effective and widely deployed Business Intelligence suite in the world, enabling better decision making through highly interactive, web-based reports, dashboards and analysis. Leveraging a commercial open source business model, Jaspersoft provides end-to-end BI capabilities at a fraction of the cost of other vendors. The BI suite includes pixel-perfect enterprise reporting, ad hoc query, dashboards, OLAP and in-memory analysis, and data integration. Jaspersoft is the only BI vendor that enables companies to adapt to the new, virtualized world by providing a complete spectrum of on-premise, multi-tenant SaaS and cloud-based deployment options for both embedded and standalone business intelligence. Unlike traditional BI vendors, Jaspersoft is built on a modern, light-weight, standards-based architecture and offers greater vendor independence thanks to its open source codebase. Unlike niche BI vendors, Jaspersoft represents a safe choice with tens of thousands of production deployments across a wide range of industries.

Jaspersoft's open source business intelligence software has more than 11 million product downloads worldwide, 160,000 production deployments in 100 countries and over 13,000 commercial customers. Its BI suite is advanced regularly by a development community of more than 150,000 registered members. For more information visit: www.jaspersoft.com and www.jasperforge.org.



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