



CASE STUDY

UMBRO



Providing SAP BusinessObjects as the business intelligence standard throughout Umbro's international operations is a key component of our ongoing market growth and product diversification strategy.



Sarah Dodd,
Project Manager,
Umbro

INDUSTRY

Football kit and leisurewear manufacturing.

BUSINESS PAIN

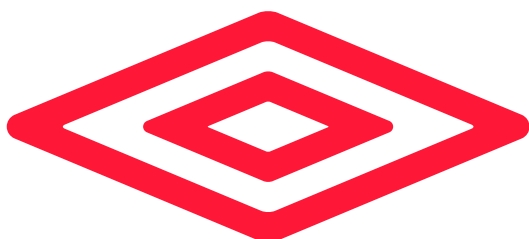
Requirement for ad hoc and KPI reporting to support global expansion and market diversification.

WHY SAP BUSINESSOBJECTS?

SAP BusinessObjects provides a single portal for business intelligence across international operations.

SAP BUSINESSOBJECTS PRODUCTS AND SERVICES

SAP BusinessObjects Enterprise, Crystal Reports, Web Intelligence Dashboard Manager, Performance Management Universe Design.



UMBRO scores with
SAP BusinessObjects
Enterprise

THE CHALLENGE



Improved KPI management and ad hoc reporting will transform Umbro's ability to undertake product trend analysis, track regional growth and improve operational performance.



Sarah Dodd,
Project Manager,
Umbro



ABOUT UMBRO

UMBRO is a globally recognised football brand with a strong heritage derived from more than 70 years' association with the sport of football. Based in the UK, UMBRO designs, sources and markets football related apparel, footwear and equipment and its products are sold worldwide. The Group seeks to capitalise on growth in the worldwide popularity and visibility of football through continued association with leading national teams, professional clubs and high profile individual players, with exclusive endorsements and distribution rights. Umbro is contracted to supply playing and training kit to the England National team until at least 2014.

THE MAVEN CHALLENGE

Over the past three years the company has used Crystal Reports from SAP BusinessObjects to deliver operational information to both UK and US operations in support of its global business. As the company looks to achieve further international growth and extend its product range into the leisurewear market, Umbro needed to extend its business intelligence infrastructure beyond static reporting to provide users with interactive information query and analysis capabilities.

To provide the improved business insight required to support its diversification strategy, Umbro decided to deploy a single international business intelligence (BI) standard. The company selected SAP BusinessObjects to be its standard BI platform for employees in the UK, US and Hong Kong. By migrating to the latest version of SAP BusinessObjects

software, Umbro can benefit from solutions for performance management, planning, reporting, query and analysis, and enterprise information management, all on one integrated platform.

"Umbro has aggressive plans to grow the business in specific global markets, especially the US," said Sarah Dodd, Project Manager, Umbro.

"Furthermore, while football has always been the core of the Umbro brand, new collaborations with leading designers Kim Jones and Philip Treacy will underpin product diversification. We decided to use SAP BusinessObjects to create a single portal for static and ad hoc reports as well as management information dashboards, so that Umbro could deliver a single, self-service source of information for the entire global organisation."

THE APPROACH



Utilising Maven's experience this entire process took only two weeks.



Sarah Dodd,
Project Manager,
Umbro



<< >>
Sample Reports



“In the past, Umbro has struggled to achieve the required level of product trend analysis that can now be delivered following consultation with SAP BusinessObjects partner Maven Solutions, Umbro opted to migrate to SAP BusinessObjects XI by initially starting with two strategic developments key to the company’s growth strategy.”

Sarah Dodd,
Project Manager,
Umbro

KEY REQUIREMENTS

Step 1 – Improve data access

Umbro wanted improved access and analysis of data stored within its SQL Server data warehouse which holds a raft of information on product sales that could provide insight into trends in collections, sample and bulk orders.

Step 2 – Improve monitoring of supply chain

The company wanted to improve the way it monitors its external supply chain via its international ecommerce site, including its network of 47 global licensees, across 90 countries.

Working with Maven, Umbro created the test environment for the migration from the VMWare Crystal environment to SAP BusinessObjects.

Reports developed using Crystal Reports were migrated to the test environment and converted using the SAP BusinessObjects toolset. Once confident in the quality of the new technology, the reports were copied to the live environment.

Once the migration was completed, Umbro began to explore the functionality of SAP BusinessObjects XI, demonstrating the power of query and analysis with Web Intelligence and Performance Management dashboards to the business. Umbro currently has 30 users across the UK and US. In time, the company will expand it to all its 200 UK employees as well as users throughout the US and Hong Kong.

SEE REVERSE FOR **THE RESULTS** >>



THE RESULT

In the past, Umbro has struggled to achieve the required level of product trend analysis that can now be delivered by SAP BusinessObjects.



Sarah Dodd,
Project Manager,
Umbro

UMBRO

ON-GOING DEVELOPMENT

International licensees will be able to access and report on sales information online. This information will be fed into the data warehouse to provide the International team with a single source of comprehensive sales information.

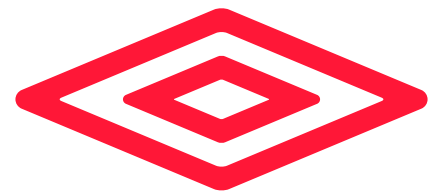
Product development will be supported by trend analysis of production sales to inform the design process.

Analysis of on-time delivery, payment cycles and delivery performance will support further supply chain efficiencies, reducing the lead time in sourcing products from the Far East.

"Exception reporting will provide early alerts of sales trends which will be essential to monitor performance, especially in target growth markets," said Sarah Dodd.

BENEFITS INCLUDE

- **Improved reporting**
Enables Umbro to ensure prime sales opportunities – such as the World Cup – are maximised. End to end tracking of the supply chain from manufacture to delivery monitors the in-store availability of England kit for supporters and ensures ontime delivery of kit to the national and professional football teams Umbro supplies.
- **Outstanding order alerts**
US sales agents on the road now have access to up to date information on outstanding orders that require attention.
- **Ad hoc reporting**
Has transformed Umbro's ability to undertake product trend analysis and improve operational performance.
- **Management dashboards**
Have allowed key performance indicators to be measured; including licensee performance, business performance by region, product trends and sales against targets.



About Maven Solutions

Maven Solutions is a multi-award winning Platinum Partner of SAP BusinessObjects, based in South Manchester. Maven has helped its customers realise real value and return on investment through streamlining their management information process and providing insight into their corporate data.

It is our mission to help our customers make informed business decisions quickly, efficiently and effectively utilising the power of world-class Business Intelligence software.

Our services encompass the entire project lifecycle, from scoping/needs analysis through to implementation/rollout, training and support.

Services

- Management Information Scoping/Needs Analysis
- Data Warehouse Design/Build
- Dashboarding & KPI Management
- BusinessObjects Skills in:
 - Universe Design & Report Design
 - Data Integration/Quality
 - Technical & End User Education
 - Migration/Upgrades
 - Corporate Support
- Six Sigma Consultancy