

Moving Business Intelligence Beyond the Dashboard

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Agenda

- About EMS
- Current BI Dashboard
- The Future Vision
- How we will get there



About Eastern Mountain Sports



- Founded in 1967
- One of the nations leading outfitters of serious outdoor gear, clothing, footwear, and accessories
- We are a multi-channel retailer:
 - More than 75 stores across 16 states
 - EMS.com, Climbing & Kayaking Schools
- Mount Washington, the home of the world's worst weather, is our testing lab

Process Focused Business Intelligence

The Old Process **The Future Process**
"getting from here to there" *"uncovering the truth"*

Based on

Perception/"Common Sense"

Customer Reality

Typical
Steps

1. Start with assumed cause
2. Form/support opinions
3. Resolve assumed cause

1. Start with facts
2. Discover cause
3. Resolve root cause

Usual
Outcome

Miss

Winning Insight

Insight in Action: A Case of Footwear

Process Driven Insight

Facts:

- One store had a huge gain in Footwear Accessories

Cause:

- Footwear Gurus were having customers try on shoes with Super Feet foot beds

Winning Insight:

- Cross-sell of foot beds is scaleable across the chain and will significantly impact business

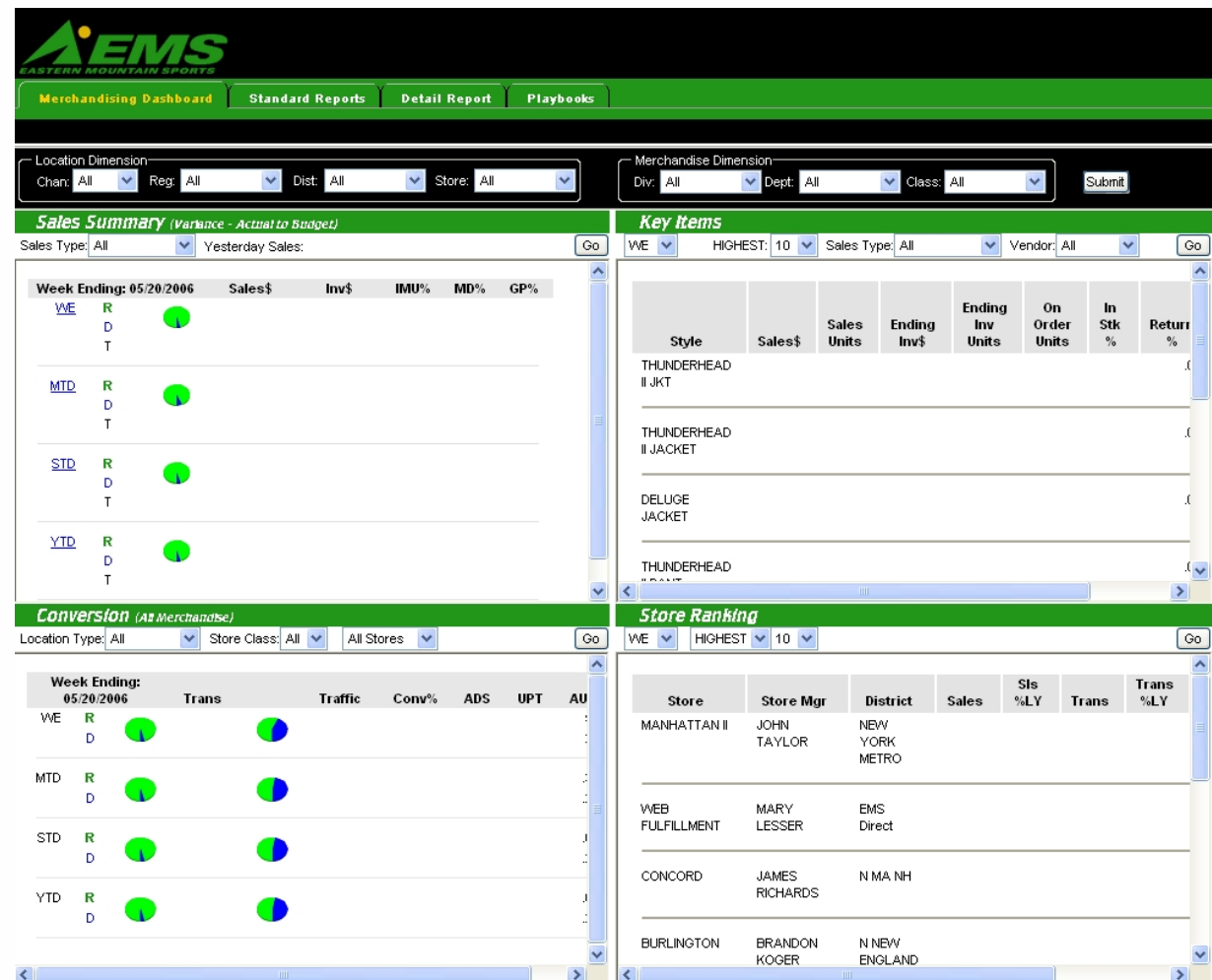
Results

- A \$200k increase in Sales Revenue for the season
- A 57% increase in same store sales
- An \$122k increase in Gross Margin for the Season
- A 61% Gross Margin Flow Through

All from the idea of a sales guide that was discovered and shared using Business Intelligence

Enabling Fact Based Decisions

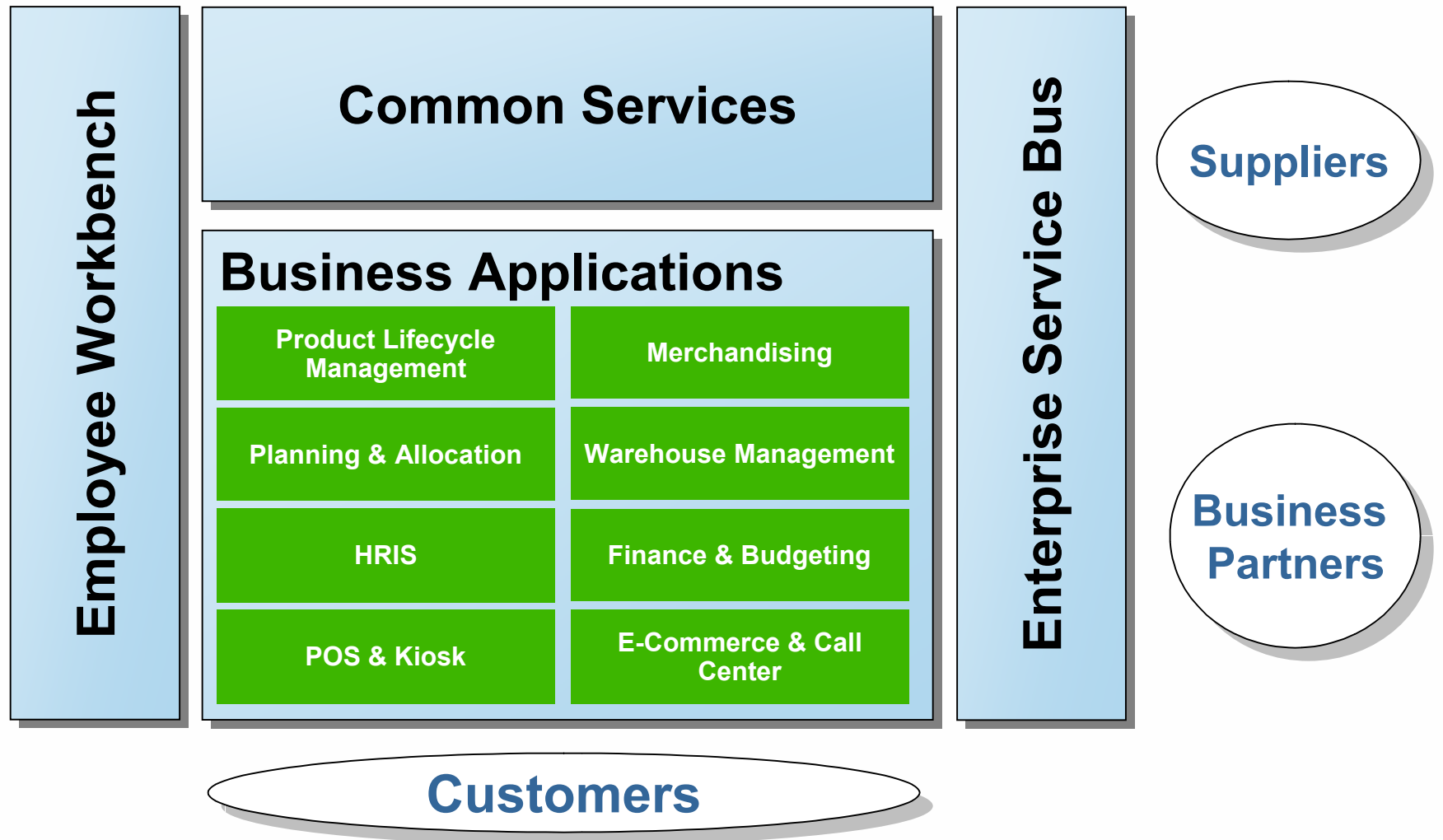
- Produced in less than 3 months
- Rolled out in 4 weeks
- Level of information tailored to users role
- ad hoc reporting time now redirected to insight



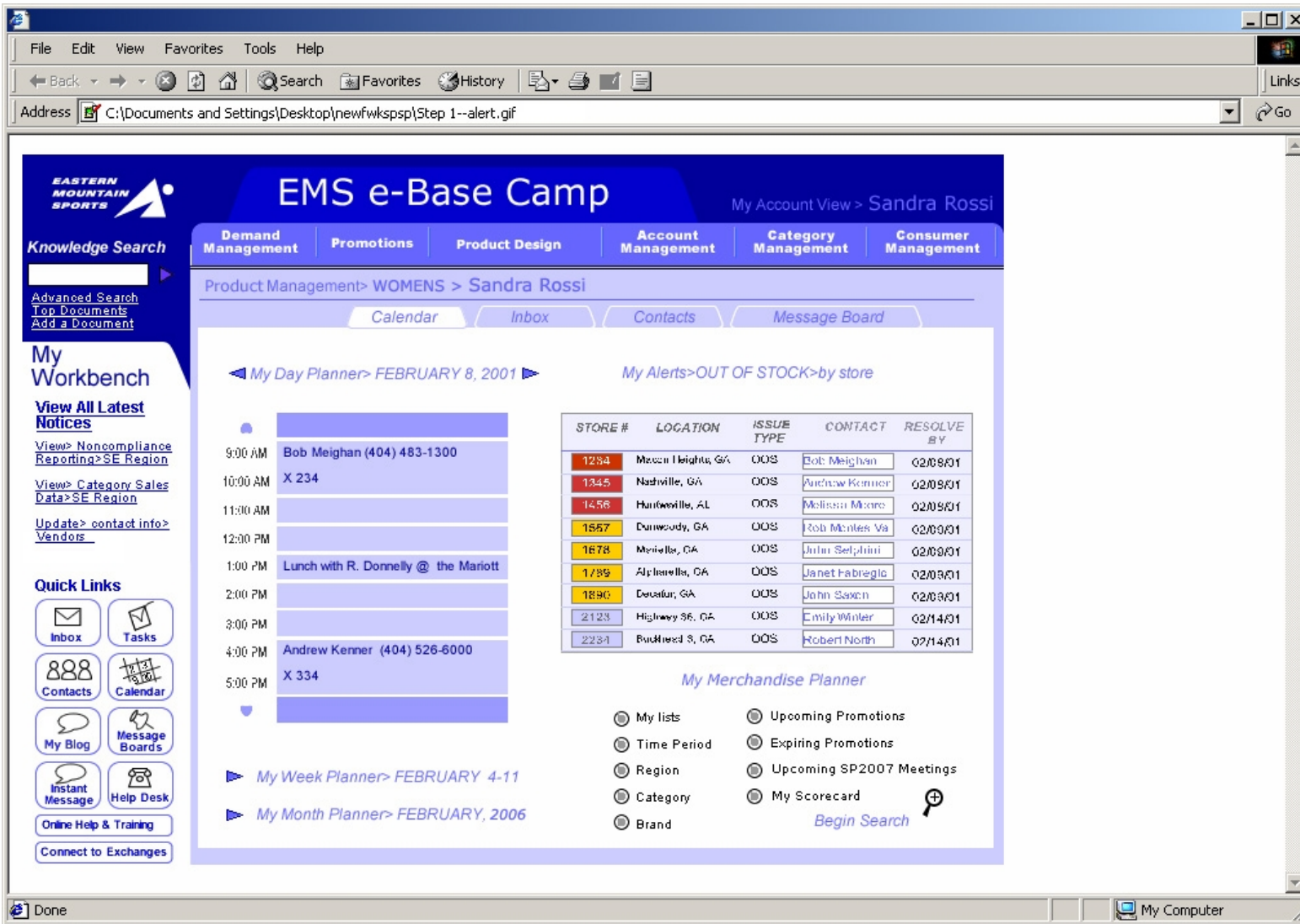
The screenshot displays the EMS Eastern Mountain Sports Merchandising Dashboard. It features a navigation bar with tabs for 'Merchandising Dashboard', 'Standard Reports', 'Detail Report', and 'Playbooks'. Below the navigation bar are filters for 'Location Dimension' (Chan, Reg, Dist, Store) and 'Merchandise Dimension' (Div, Dept, Class). The dashboard is divided into four main sections:

- Sales Summary (Variance - Actual to Budget):** A table showing performance metrics for different periods (Week Ending: 05/20/2006) across categories like VE, MTD, STD, and YTD. Each row includes columns for Sales\$, Inv\$, IMU%, MD%, and GP%, with corresponding progress indicators.
- Key Items:** A table listing top-performing items such as THUNDERHEAD II JKT, THUNDERHEAD II JACKET, DELUGE JACKET, and THUNDERHEAD II JACKET. Columns include Style, Sales\$, Sales Units, Ending Inv\$, Ending Inv Units, On Order Units, In Stk %, and Return %.
- Conversion (All Merchandise):** A table showing conversion metrics for different periods (Week Ending: 05/20/2006) across categories like WE, MTD, STD, and YTD. Columns include Trans, Traffic, Conv%, ADS, UPT, and AU, with corresponding progress indicators.
- Store Ranking:** A table ranking stores based on performance. Columns include Store, Store Mgr, District, Sales, Sis %LY, Trans, and Trans %LY. Stores listed include MANHATTAN II, WEB FULFILLMENT, CONCORD, and BURLINGTON.

The Future Vision: our e-Base Camp



Sample Workbench Application (1/3)



EASTERN MOUNTAIN SPORTS **EMS e-Base Camp** My Account View > Sandra Rossi

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[Category Management](#)
[Consumer Management](#)

Product Management > WOMENS > Sandra Rossi

[Calendar](#)
[Inbox](#)
[Contacts](#)
[Message Board](#)

[My Day Planner > FEBRUARY 8, 2001](#)
[My Alerts > OUT OF STOCK > by store](#)

STORE #	LOCATION	ISSUE TYPE	CONTACT	RESOLVE BY
1284	Macon Heights, GA	OOS	Bob Meighan	02/09/01
1345	Nashville, GA	OOS	Andrew Kenner	02/09/01
1456	Huntsville, AL	OOS	Melissa Moore	02/09/01
1557	Dunwoody, GA	OOS	Rob Montes Va	02/09/01
1678	Marietta, GA	OOS	John Selphini	02/09/01
1789	Alpharetta, GA	OOS	Janet Habregic	02/09/01
1890	Decatur, GA	OOS	John Sawen	02/09/01
2123	Highway 96, GA	OOS	Emily Winter	02/14/01
2234	Buckhead S, GA	OOS	Robert North	02/14/01

My lists
 Upcoming Promotions

Time Period
 Expiring Promotions

Region
 Upcoming SP2007 Meetings

Category
 My Scorecard

Brand
 [Begin Search](#)

IT Operating Model

