



THE BI BUILDERS

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- *Duncan Renyard, Director, Information Technology*
Mr. Lube

Case Study

BI SOLUTION BRIEF

Customer

Mr. Lube

Industry

Retail, Automotive Services

Location

Vancouver, BC

System

SAP BusinessObjects Edge BI

Xcelsius®

Service

Bi Product Migration Service

BI Report and Dashboard Service

THE COMPANY

In 1976, Mr. Lube opened Canada's first quick lube storefront. The company, headquartered in Delta, British Columbia, believed that if it provided its customers with preventative vehicle maintenance in a quick, convenient, no-hassle manner, they'd come back again and again. Today, Mr. Lube's franchisees operate more than 90 stores across Canada, making this the largest quick lube franchisor in the country. Mr. Lube provides oil changes as well as preventative vehicle maintenance with additional services such as vital fluid and other parts replacement, and a 21-point, spot check vehicle inspection.

THE CHALLENGE

Over the last two years, Mr. Lube's IT department replaced outdated, DOS-based business systems to update the company's IT infrastructure and improve productivity among its management and staff, especially reporting. “Mr. Lube has not enjoyed what you would call true business intelligence,” says Duncan Renyard, director of information technology. “People would manually extract data and manipulate it using spreadsheets, resulting in a high error margin. It was difficult to combine information data from different systems to understand our business. To access data on a granular level, you had to sift through paper invoice files and then type it into spreadsheets and that is just painful.”

Manual Reports Meant Lost Opportunity

Retrospective reports were produced monthly, two or three weeks into the month following. When they reached the desks of executives and managers they could be as much as eight weeks out of date. Management operated in a reactive mode and the business lost opportunities to respond to industry pressures, consumer trends, and internal issues in a timely fashion.

New core business systems, a growing amount of data, and aggressive growth plans for new franchise stores in 2008, the company decided the time was right to perform a BI spot check of its own. The company needed a business intelligence tool that would consolidate its multiple applications and data sources and pull that data into a single view for executives to analyze and better manage the business.

THE SOLUTION

Mr. Lube partnered with BI Builders to create the new dashboard. An important part of the groundwork involved a thorough analysis of the business to determine which KPI's would become the focus of the dashboard. Renyard was impressed with BI Builders' astute understanding of the business issues and saw the value in focusing on what was really important. "Our three KPI's are front and center, but you can drill down to a specific invoice, at a specific location, on a specific day to see what services were provided, by whom, and for what revenue and profit margin," he explains. "As the product is Web-based, our executives can use it anytime, anywhere. When they saw the interactive dials, charts, and colour-coded graphs, they were hooked."

Today, all of Mr. Lube's executives use the dashboard, and the president is the solution's number one advocate. "He said we nailed a home run," reports Renyard. "He's on the dashboard every day, seeing how we are doing week to date, month to date, and year to date, questioning the numbers and involving the planning department to see if he's uncovering new issues or opportunities."

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THE REWARDS

Mr. Lube is enjoying significant benefits from its BI Builders dashboard solution. Managers use it to see the business from a holistic perspective, consolidating data, looking into the past and aligning business practices to meet strategic goals. "The leadership team is excited to come in every morning and immediately tune into the pulse of the business," says Renyard. "Instead of reacting to month-old data, they are using the dashboard to perform interactive, 'what-if' analyses to proactively manage the business."

Driving Revenue

Management can get a handle on consumer behavior, sales, profit margins, and inventory levels. They use the dashboard to verify weather-related sales spikes and gender-based consumer habits, and to determine the characteristics of a good customer. They can view each store's revenue, and see where visits are weak. "Now marketing can act on this information right away, creating focused campaigns to drive new business and recover sales," explains Renyard. "We're seeing these programs launch all the time, reducing lost revenue."

Balancing Inventory

The inventory distribution group uses the dashboard to monitor stock levels and tie that data to sales and gross margin to better understand variances over time. "Today we are drilling into our inventory, right down to a single SKU. We can balance inventory investments to reduce our working capital, without losing out on potential sales," adds Renyard.

THE FUTURE

Mr. Lube will roll out an additional version of the dashboard to franchisees. This version will measure business performance at store-fronts to improve each managers' ability to impact sales and customer service, while staying aligned with corporate strategies. "We see dashboard technologies as more than just a strategic tool for executives," says Renyard. "It's important to spread the benefits across the entire organization. We'll position it as an enterprise quality, value-added IT service to drive competitive advantage and enable franchisees to gain an understanding of their business conditions and local markets. Business intelligence will play a significant role in our long-term strategies for business growth and franchise expansion."

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