

Waitrose

Company: Waitrose

Industry: Retail

Headquarters: Bracknell, England, UK

Solution

- EMC Consulting formed a co-sourced development team with Waitrose which successfully delivered the solution within a very tight timescale.
- Given that the technology was almost totally new to Waitrose, coaching and mentoring was undertaken as part of the engagement.
- The team applied user-centred design (UCD) concepts to the design of the system.
- The user interface has been implemented using the Microsoft SharePoint technology component.

Deployment Environment

- Microsoft SQL 2005 Server
- Microsoft SharePoint Server
- Microsoft PerformancePoint Server

Waitrose charts a path to the future with a reporting solution enhanced by user-centred design

Company Profile

Waitrose is the supermarket division of the John Lewis Partnership. It has 198 branches across England, Scotland, and Wales with a workforce of 37,000. Like the partnership's department stores, Waitrose sells high-quality products and emphasises customer service.

Challenge

Waitrose needed to replace its buyers' business intelligence (BI) tool with a functionally equivalent solution which would also be flexible enough to meet the evolving business requirements.

Solution

Waitrose wanted a new BI tool specifically tailored to its retail environment and the work style of its buyers. The mid-term goal of the project was to introduce exception-based reporting to highlight anomalies to users and allow them to dedicate more of the time they used to spend reviewing reports to analyzing data. To ease the demands on the buyers, the system is aligned to the events that occur in the buying process (such as supplier reviews, assortment reviews, etc.). The project has reduced the time taken by these tasks, to give buyers time for more/deeper analysis, and, ultimately, for that analysis to increase profitability. To accomplish this, Microsoft asked EMC® Consulting*, part of EMC Global Services, to create a proof-of-concept that would serve as the model and test-bed for the new environment. EMC Consulting worked closely with the Waitrose development team and experienced business analysts to find the most efficient way of designing the application to complete the various tasks required.

Highlights

- The primary aim was to provide an intuitive interface which would be quick and efficient for users.
- Design and development teams used "personas" to sense-check functional requirements to ensure that the system would deliver against the business needs.
- Using fast and cost-efficient wireframes, the team was able to validate that the interface design took the defined user journeys and business requirements into account.
- The BI tool was designed as one of a suite of component projects within the overall Waitrose commercial programme.

Results

EMC Consulting and Waitrose built a proof-of-concept application followed by validating the design against user-centred design (UCD) principles that served as the model for full-scale development of the new solution. The new Waitrose BI application uses various components of the Microsoft BI framework to facilitate report navigation and data analysis. The team structured the site map logically from the user task flows so that the system could be used as efficiently as possible. The report portal consists of several sections and subsections, classified into Buying Dashboard, Trading Performance, Time Trackers, Time Period Comparison, Supplier Performance, and Line Analysis. There is also a section for ad-hoc reporting to carry out more-advanced data analysis operations.

*EMC Consulting delivered this project through acquired UK-based company, Conchango, which combines consulting skills with creative and technical expertise.

“With obvious experience and expertise, EMC Consulting delivered a well-conceived product to a very demanding audience in a tight time-scale. Users are delighted with the end result.”

Neil Penn
Project Manager,
Commercial Operations
Waitrose

Waitrose