



COURTS (SINGAPORE) | CASE STUDY

## Courts enhances its data management processes with a structured enterprise solution

"Our intention was to look for a solution that made it easier for our users to extract information and perform analyses on their own without having to rely on the IT department. The Business Intelligence (BI) solution offered by KMS allowed us to access and filter the information quickly and with ease through the use of a proper dashboard reporting system."

*Neil J. Todd*  
*Director, Information and Communications Systems (ICS)*  
*Courts (Singapore) Pte Ltd*

As one of the largest furniture, electronics and IT retailers in Southeast Asia, Courts opened its first retail outlet in Singapore in 1974. It has a total of 12 retail stores island-wide to date, including the flagship Courts Megastore at Tampines which covers over 100,000 square feet of retail space.

With the largest selection of home furnishings, domestic appliances, home entertainment solutions and the latest digital technology, Courts is committed to offering the best products at the right prices. It also provides a wide range of flexible payment plans to make consumers' dream lifestyle more affordable. These naturally involve complex data processing, particularly in the area of credit management reporting. Thus, Courts has chosen to work in collaboration with KMS in order to ease the flow and complexities of information management through a quick and effective BI solution.



### CHALLENGE

Courts had just spent the last few years rolling out an Enterprise Resource Planning (ERP) system to better organise the massive volume of highly-important information (e.g. product and customer details and information on flexi payment plans). Thus, the next step was to focus on producing a more robust transaction reporting process that allowed employees to access, extract and analyse data on their own (i.e. credit management data, in particular). Although this function was available under the current ERP system, it did not meet the organisation's expectations in terms of speed effectiveness.

### SOLUTION OVERVIEW

#### COURTS

Courts is one of the largest furniture, electronics and IT retailers in Southeast Asia, with a total of 12 retail stores in Singapore alone. It is committed to offering the best products at the right prices to help make consumers' dream lifestyle more affordable.

**INDUSTRY:** Furniture, Electronics and IT

**FUNCTION:** Offering a wide range of furniture, electronics and IT products at the best prices to consumers.

#### GEOGRAPHY

Headquartered in Singapore with a comprehensive list of retail outlets within Southeast Asia.

#### SOLUTION

Courts implemented a BI solution from KMS. Based on QlikView\*, the award winning software, the KMS BI System has helped Courts phase off the tedious processes of data gathering and analyses (particularly credit management reporting). Analytics can now be carried out quicker than before by a large group of users within the organisation. This has helped Courts obtain key data and trends, and keep track of additional areas such as changing consumer preferences, which ultimately eases the strategic decision-making process.

*\*QlikView is from QlikTech Inc.*

#### DATA SOURCE SYSTEMS

Application: Microsoft Navision

Database: SQL Server

## EVALUATION

Courts had a few requirements in mind when looking out for a new Business Analytics solution. It simply had to be something that could be easily implemented and migrated over from their current system – and one that would improve the speed of their credit management reporting and analysis.

The organisation considered coming up with a new Business Analytics solution themselves initially (e.g. by using applications such as Crystal Reports, which they are currently using for other purposes). However, Courts was quickly impressed with the solution provided by KMS, as it already had a template for a specific area that Courts was looking for: credit management. With a basic framework in place, all that was needed was to map its data onto the framework, which made the implementation process quick and easy.

## APPLICATIONS AND DEPLOYMENT

Courts chose QlikView for its ability to process a large volume of information quickly in a structured way, as opposed to the transactional system that was used previously. Plus, the availability of a basic framework for its credit management reporting application helped to convince them of a smooth and easy migration process.

As a whole, two analytics applications were deployed. The first application was a Key Performance Indicator (KPI) dashboard, which reflects the company's performance against its key performance indicators and targets that have been set for the year. This covers all areas of the business from sales and cash

management to margins and stock. The second one was a specific Credit Management dashboard reporting which provided detailed credit reports to about 50 users across the organisation, and has helped Courts manage their credit business better.

The implementation process of these two applications was swift and easy. Through the combined efforts of Courts' internal IT teams and KMS consultants, the KPI dashboard setup was completed in six months while the credit management dashboard reporting was up and running in just three months, despite its more complex nature. The overall positive experience and stellar service of KMS' staff have given Courts the confidence to consider working continuously with KMS to build applications for other areas of the business when the need arises, knowing that it can be set up and implemented smoothly.

## CONCLUSION

Courts is now able to facilitate faster and safer sharing of information with a proper dashboard reporting system in place. Their key employees are now able to filter and analyse a huge chunk of information to a greater degree like never before, including a comprehensive demographic analysis, which provides insights into the changing needs of their customer base. Not only does this save time in obtaining information, it also gives way to a better understanding of their target market in order to satisfy their needs more effectively. All these will ultimately help Courts add value to their business as they strive to uphold their leadership position in the industry.

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## ABOUT KMS

Knowledge Management Solutions (KMS) provides consulting and implementation services for developing decision support and knowledge management decisions. KMS was founded by professionals with nearly 20 years experience in Data Warehousing and Business Intelligence solutions using advanced in-memory technologies across a broad spectrum of vertical industry segments.

Headquartered in Singapore, we have a regional presence with our offices in Malaysia, Thailand and Hong Kong.

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