



# Bucherer manages its national branches using DeltaMaster

## Highlights

Revenue and cost planning

Revenue analysis down to product level

Online management reporting

Procurement planning

Stock turnover controlling

Mobile analysis and evaluation

**Bucherer AG uses DeltaMaster for company management. Procurement, sales, and inventory planning are used to monitor and evaluate the product range and cost structure.**

Bucherer is one of Europe's largest watch and jewelry retailers. The long-standing company seeks to offer its international clients the most extensive range of Rolex watches and a broad selection of luxury watches from other well-known brands. In 2001, the Carl F. Bucherer company was founded to maintain the Bucherer family's watchmaking tradition established in 1919. The Swiss-made watch brand is sold around the world.

Bucherer's jewelry product range centers on collections designed and produced at the company's in-house studios and one-off items featuring particularly rare natural-colored diamonds, unique gemstones, or highly sought-after pearls. Bucherer has around 1,600 employees. The company has more than 60 retail outlets in Switzerland, Germany, Austria, France, and Denmark.

Bucherer's Paris branch is the world's largest watch and jewelry store. The group also includes the jewelers KURZ AG and SWISS LION AG plus various brand-name boutiques.

## New business intelligence solution improves company management

As Bucherer AG grew, so too did the volume of data within the company. Different source systems, databases, and query tools made the evaluation of key figures extremely time-consuming and complex. IT employees were under pressure and had to create evaluations with all kinds of different character-

istics. Generating consistent reports and key figures was a challenging task. Employees in Controlling, branch managers, and sales representatives wanted more autonomy when it came to designing and querying corporate key figures. Following a detailed evaluation of a new business intelligence solution, the company opted for DeltaMaster with PIT Informationssysteme AG as the implementation partner. The option of an integrated planning solution was already taken into account when the multidimensional data model was designed. The basic data is provided by the ProConcept ERP solution, which is based on an Oracle database. It is stored in a high-performance Microsoft SQL Server database and enriched with additional information such as product structures if required. State-of-the-art hardware ensures good response times even for more complex analyses and queries. The first standard reports were generated soon after the project began. Reports are now prepared and distributed in a highly automated manner.

In the Controlling department, power users were trained to maintain the reporting system independently and now make adjustments to reports, dashboards, and key figures by themselves.

In addition to the evaluation of revenue and contribution margin figures, a planning solution was soon implemented. The initial planning was conducted in line with the existing process at Bucherer AG. DeltaMaster provides key support for the planning process, as the system uses defined projections to propose planned figures based on historical values. The planning year is also projected by DeltaMaster on the basis of forecasts made during the current fiscal year. Distri-



“DeltaMaster can be adapted perfectly to fit the Bucherer Group’s growing demands. The support from PIT Informationssysteme AG is outstanding.”

Bucherer Group Project and Financial Management

tribution mechanisms help to distribute mass changes at account group level to the individual accounts.

The Procurement department is currently also planning target inventory levels, allowing inventory turnover and procurement orders to be planned and controlled.

New management reports were developed in the next stage. The management can respond to any notable developments by drilling down to branch and item level at all times.

#### DeltaMaster creates value added

The project manager and the CFO appreciate the value added created by DeltaMaster. Data contamination in upstream systems has been removed, the reports are uniform and can be read quickly and reliably by all concerned. This has significantly reduced the turnaround time for the annual planning process. Same-day data can be used for meetings using a wide range of output devices, and employees have the most important information at their fingertips even when traveling.

#### Future use

Additional data sources, such as the consolidation solution, will be gradually integrated into the system. This will create an information landscape that can be optimally analyzed and reported on using DeltaMaster’s special visualization methods. Software features such as gate, ticker, and kiosk can be used to present figures for planning processes or controlling meetings in an impressive and extremely compact manner.

#### Additional references

DeltaMaster is used by SMEs and large companies across a wide range of industries. Customers using DeltaMaster to map branch structures include Denner, Media Markt, Privera, and Vögele Shoes.

**DeltaMaster: Software for analysis, planning, and reporting**

Efficient reports with Graphical Tables

Interactive analysis using the analytic library

Automated variance analysis

All standard databases supported

Report distribution via the web, on tablets, in PDF format, etc.

Patented and multi-award winning: BARC – ranked #1 in „The BI Survey 16“ user survey seven times, Best Practice Award Business Intelligence in Germany (2013 and 2015) and Austria (2014).

A tool for every user, from report recipients to power users!

**Business Intelligence with DeltaMaster: Look, see, do**

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