



Industry

- Consumer Goods

Products

- Microsoft SQL Server 2008 R2
- Microsoft SharePoint Server 2010
- Microsoft Visual Studio 2010
- Microsoft Team Foundation Server 2010

Challenge

Harry & David want a set of financial reports that would give the organization and its corporate affiliates better visibility into the company's daily sales and financial data as quickly as possible, providing key decision makers the tools they need to maintain proper production levels and control inventory

Solution

Neudesic built an intranet portal based on Microsoft's SQL Server SharePoint, through which users are able to view reports outlining individual store performance, current direct marketing data, and up-to-date inventory levels

Benefit

- Enhances decision making process in regards to production and inventory
- Helps strike a balance between waste due to overproduction of perishable goods and loss of potential revenue due to under and out-of-stock items
- Improves customer experience and satisfaction with the ordering process

Business Intelligence Reporting System

Harry & David Operations, Inc. was officially established in 2005 as an umbrella organization over the company's vertically integrated business ventures; however, the company really had its beginnings much earlier, just after the turn of the 20th Century.

In 1938, Harry & David came up with the idea of the Fruit-of-the-Month Club, which allows customers to automatically send or receive fruit gifts throughout the year. Introduced in 1947, Tower of Treats provides holiday cheer to thousands of American families. These and other Harry & David innovations have been widely imitated.

Today, Harry & David is one of the nation's premier direct marketing and e-commerce companies. Its gourmet fruit and food gifts have been trusted by generations, not only for superior products, but also for unparalleled customer service and impeccable guarantees that back them up.

In the past with other consultants, we never knew what we would get. The Neudesic team hit the ground running and provided a solution that exceeded all our expectations. We are extremely happy with the results.

*Jeff Lynn, Director, Financial Systems
Harry & David*

Project Highlights

- The company's financial reporting system lacked internal visibility and timely access to import sales and inventory data
- The company turned to Neudesic to build a solution that would give key decision makers and corporate affiliates the tools they need to manage production and inventory more efficiently
- Key personnel worked with Neudesic to help them understand Harry & David's reporting and dashboard requirements
- The solution team built data cubes, reports and a SharePoint site to host the company's new Business Intelligence Tools and create a strategic technology plan to enhance financial and operational reporting capabilities



Business Intelligence Reporting System



The Challenge

With the 2010 holiday season of high volume sales upon them, Harry & David realized the need to streamline its internal system of reporting and sharing corporate information in order to increase the efficiency of its operation and thereby maximize profits. To meet this need, the company chose Neudesic to help build a set of financial reports that would give the organization and its corporate affiliates better visibility into the company's daily sales and financial data as quickly as possible, providing key decision makers the tools they need to maintain proper production levels and control inventory.



The Solution

After coming up to speed on the company's reporting and dashboard requirements, Neudesic professionals proposed a solution that included an intranet portal, through which steering committee members are able to view reports outlining individual store performance, current direct marketing data, and up-to-date inventory levels.

Experts from Harry & David and Neudesic teamed up to build a SharePoint site to host the company's new Business Intelligence Tools and create a strategic technology plan to enhance its financial and operational reporting capabilities into the future.

Based on Microsoft's technology platform, Neudesic's solution provided Data Analysis ETL jobs, Table Views, Dimensions, Cubes and Calculations to support a comprehensive new reporting process that gives users the power to access, analyze and manipulate important data and generate reports that will play key roles in the committee's daily decision making process going forward. "In the past with other consultants, we never knew what we would get. The Neudesic team hit the ground running and provided a solution that exceeded all our expectations. We are extremely happy with the results," said Jeff Lynn, Director, Financial Systems, Harry & David.



The Benefit

Before Neudesic's implementation of the Business Intelligence Tools and SharePoint as part of its solution to Harry & David's inadequate reporting processes, company personnel were unable to see previous day's sales, production, and inventory levels, which severely hampered their ability to make the quick operational decisions needed to respond to fluctuations in customer demand. This resulted in over production of perishable goods or inadequate inventory to meet spikes in sales, situations that have significant impact on the company's revenue and margin levels.

The new system facilitates quicker, more accurate decisions that help the company achieve a fine balance between waste generated by overproduction of perishable goods and lost revenue resulting from inadequate inventory levels. Ensuring that items are always in stock also enhances customers' experience and satisfaction with the ordering process.