

Not missing a beat in music sales

Universal Music Netherlands profits from BI in sales and marketing

Tuning into its sales and marketing data is fundamental for decision makers at Universal Music Netherlands (UMNL), a subsidiary of one of the world's leading music companies, to rapidly adapt to changing market conditions. Like many organizations, UMNL faced the challenge that a clear and consolidated view of their key marketing and sales information was not available. Disparate information systems and a complex customer setup and hierarchy further complicated manual reporting processes; little information was available about the effects of promotional activities and campaigns on the evolution of sales. Without this important information at the fingertips of the relevant departments, it was difficult to make decisions on how to optimize the closed-loop sales and marketing processes and improve sales in specific stores or regions.

The Project

To accomplish their goals, UMNL engaged Clariba to support the internal IT department with the integration of external marketing and sales information into their local data warehouse and develop a comprehensive set of reports. In addition to enabling visibility of important corporate information to all layers from top-, marketing-, and product- management to sales representatives, Universal Music also required an automated report and stable refresh and distribution solution to save time and resources.

The Steps

The Universal Music project presented an end-to-end engagement from an initial analysis phase to execution of the final solution. The required reports had to be distributed to 50 end-users. In the first phase of the project an in-depth business requirements gathering was carried out. After several workshops both with internal departments, but also with external companies, the first development component was delivered by creating a middle layer that would feed the upcoming Decisional Support System (DSS) platform. This platform was linked to the local data warehouse. After the implementation of the DSS platform and the implementation of the BI solution comprised of a BusinessObjects universe on the data warehouse, Clariba developed the desired reports for UMNL.



The Company

Universal Music Netherlands

Industry

Music Industry

Objectives

- Provide a decision-support system (DSS) for marketing and sales
- Integrate external marketing information with a local data warehouse and visualize this data
- Build a reliable customer hierarchy
- Implement a cost-effective report refresh and delivery process

Solution

- Implementation of a scalable BI platform to support decision-making processes in sales and marketing.
- Automation of report distribution with ReportMessenger™ to improve efficiencies and extend the reach of information throughout organization.

Customer Benefits

- Enhanced visibility of corporate information to all layers of organization
- More information-based decision making to support negotiation of pricing, optimization of campaigns, and adaptation of supply to demand
- Improved ROI in less than one year
- Increased user satisfaction and trust in information delivered

“Clariba distinguish themselves by a transparent, non-aggressive, yet very professional approach that does not leave one totally dependant for a long time. And they deliver quick results.”

Commercial Director
Universal Music Netherlands

As part of the reporting package, five key reports with vital marketing and sales information were developed. These reports allow UMNL’s decision makers to gauge their campaign effectiveness and implement activities to increase sales in specific target markets.

The priority report shows the ship & sales figures for a compact disc (CD). By having this report at their fingertips, UMNL is able to evaluate the overall status of a project against specific weekly-, 90 days-, and LOP-targets. If the results for a specific CD are poor, sales management can decide to improve sales by starting a promotional action in the relevant shops.

The highest priority report is a one-page dashboard overview of the status of a specific project, which is used to evaluate results against targets. Decisions to keep investing or stop investing in an overall project is almost completely based upon this report.

The daily report enables product and marketing management to monitor the outcomes of their promotional endeavours, allowing them to evaluate the programs on a daily basis and make quicker decisions. Effective promotion campaigns can be extended or intensified well in advance now, whereas in the past by the time they had figured out what worked, the momentum to act had lapsed. Ineffective campaigns can now be stopped prematurely and resources can be re-allocated towards the more effective campaigns.

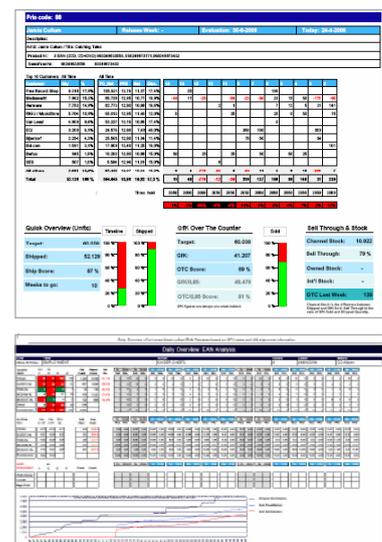
As an additional component of the BI infrastructure, Clariba’ ReportMessenger was implemented and set up to automatically refresh and distribute the most important sales and marketing reports throughout the organization cost effectively.

Conclusion

With the consolidation of vital data sources to one data warehouse and the presentation of information in well designed reporting packages, Universal Music is now able to make grounded decisions about sales and marketing issues. Necessary actions to increase sales and improve profits can now be taken with the relevant information at the fingertips of decision makers throughout the organization.

Additionally, ReportMessenger cost effectively automates the manual and task of report refresh and distribution and therefore allows UMNL to further extend the reach of vital information to all its employees.

With the successful completion of the project at UMNL, Clariba continues to provide maintenance for their BI system and future projects are already in the definition phase.



Universal Music Priority and Daily Reports

About Universal Music Netherlands

Universal Music Netherlands is part of the Universal Music Group, the world’s leading music company with wholly owned record operations or licensees in 77 countries. Its businesses also include Universal Music Publishing Group, one of the industry’s largest global music publishing operations.

For more information on Universal Music Netherlands, visit www.universalmusic.nl/