

# BEST BUY EUROPE USES INSIGHT ANALYTICS

Best Buy Europe, which combines US electronics giant Best Buy and the UK's Carphone Warehouse, has taken on Planview Enterprise for added reporting capabilities.

The company had relied on Business Objects for its reporting and, although good for customised and distributed reporting, it found this didn't provide the required functionality to help decision makers quickly visualise and share key data.

Nick Boxall, manager of Best Buy Europe global business services management information systems, said: "The issue we faced early last year was that the reporting element of our business was too ad-hoc, with data from different sources creating inconsistency, processes that were easily broken and no common standard in report output. As a result, the reports lacked credibility which led to a lack of support from senior management."

The company therefore chose Planview Enterprise Insight Analytics, the analytics application for Planview Enterprise, as an additional analytics component for its reporting capability. Its users can interact with dashboards that roll up the most granular data so strategic decisions can be made about demand, resource and financial management, based on real-time information. It is OLAP-based for cross-portfolio trend analysis and built on Microsoft .NET and SQL Server for extensibility and integration



to familiar applications, like Outlook and SharePoint.

"We have removed the human element of data input, which has saved us time and money, but by far the biggest advantage is that it has enabled us to get to a single version of the truth without distortion," said Boxall. "We have much greater data awareness, and because the executive reporting is vastly improved, we have been able to achieve a high level of support and sponsorship from management."

Together, Business Objects and Insight Analytics give Best Buy Europe/Carphone Warehouse comprehensive reporting and analytics capabilities to help drive business decisions. "We now have access to critical data and can use that data to draw important conclusions," Boxall added. "You can collect and store all the data you want, but if you can't use the data to make informed decisions, it's not doing you much good."

# TRAILFINDERS JOURNEYS TOWARDS VIRTUAL DESKTOPS

Travel agent, Trailfinders has used RES Software's Dynamic Desktop Studio solution to support the roll out of a virtual desktop infrastructure (VDI) to over 1,100 staff across the UK, Ireland and Australia.

The software is being used to simplify the process of moving critical settings and security policies to the new desktop environments, and will also provide a single point of control over Trailfinders' entire PC and thin client estate.

The roll out of virtual desktops began at the company's flagship site for new IT developments in Exeter, which opened on 13 September. This store now has 15 staff using Wyse P20 thin clients to access a VMware View 4 desktop image, all centrally managed from the company's London office using RES Software. When the full project is complete, Trailfinders' 1,100 staff across 26 locations will use virtual desktops as part of their day-to-day activities.

Overall, the Trailfinders VDI project will improve speed, management and flexibility of desktop assets for the company, as well as reducing the amount of power consumed by IT; the company expects to reduce the energy consumption from its desktops by 90%.

Matthew Raymond, Trailfinders IT director, said: "This project is aimed at improving the performance and flexibility of desktop assets for our staff, as well as reducing the management overheads for IT. Previously, supporting physical desktops across the branch office network was labour intensive, particularly around roaming profiles. The RES Dynamic Desktop solution is an essential component for us taking the virtual desktop approach — it's the most exciting project that we have undertaken for a long time."

# SELFRIDGES OVERHAULS CONCESSION CABLING

Selfridges recently selected ISG technology to design the Cat6 Krone cabling infrastructure for the store's internal network and all independent cabling for its new women's shoes concessions containing fifteen different brands.



In addition, the infrastructure required for the different areas ranged from Cat6, Cat5e, and fibre optic to CW1308 voice and had to be carefully selected according to the particular area's specifications.

The ISG technology team was also able to synchronise the different infrastructure required for the appropriate location while successfully moving the ASDL line, MX boxes and faxes.