
Press News

Dacos is realising Data Warehouse solution with Globus

Globus SB-Warenhaus Holding entrusts Dacos with the further development of its Data Warehouse solution and with the design of a sophisticated Business Intelligence Platform.

Saarbrücken, April 21, 2009. Globus SB-Warenhaus Holding & Co. KG relies on Dacos with regard to the further development of its Data Warehouse solution. By the end of this year the existing Data Warehouse is to be adjusted and to be extended to a strategic Business Intelligence Platform. This enlargement will enable Globus in addition to generate dynamic Business Intelligence reports which will support Globus in realizing profitable strategies. The decision in favor of Dacos Software GmbH was taken owing to its comprehensive technical competence in the retail sector – the company offers software solutions for the retail market aimed at optimizing prices, assortments and promotions.

For companies belonging to the retail sector Business Intelligence is becoming more and more an element exerting a crucial impact on profitable growth. Globus set itself the target for 2009 to pave the way for central, dynamic and future-oriented analytics (BI) for all departments. „The analytic and creative data handling is to make for a great part of the daily work to be executed by the IT departments in both the central coordination and the stores itself. For us Business Intelligence goes far beyond being an IT project – it is living company competence“, Thilo Mämecke, Coordination Manager Controlling with Globus, defines the importance of this subject.

By the end of this year the stable Oracle Data Warehouse (DWH) of the company is to be adjusted to fit sophisticated POS analyses and to be embedded seamlessly in a user-friendly Microsoft BI environment (SQL Server Analysis Services, Office- and Sharepoint-Frontends) which will replace all existing report surfaces. In future Globus intends to avail itself of Business Intelligence to analyse crucial key figures and to integrate these into reports. This procedure enables responsible employees to be provided at one single glance with decision-relevant information on e.g. coherences, trends and potential causes for the development the company or certain departments are taking. Thereby Globus relies on the professional and technical competence Dacos contributes.

It is especially the comprehensive retail competence based on the analysis, aggregation, interpretation and visualisation of substantial data volume in the retail industry that gave Dacos its credibility. This competence enables Dacos to provide retailers with figures and prognoses supporting the decision-taking process. Moreover, due to its

Press News

vast project experiences Dacos has at its disposal a profound technical know-how, especially with regard to relational POS databases, multidimensional analysis cubes, operational interfaces and last but not least external data sources, e.g. prices of competitors. All this enables Dacos to integrate its solutions aimed at optimizing prices, assortments and promotions successfully into the retailers` system landscape.

„We are familiar with the retailer`s assortments, processes and structures. At the same time we possess a vast technical and organizational knowledge in the area of Business Intelligence. The combination of these competences results in Dacos being the ideal partner for the consultancy and implementation of Business Intelligence projects“, says Prof. Dr. Joachim Hertel, CEO of Dacos Software GmbH. Globus and Dacos are looking back on a long time of successful cooperation – Globus uses several components of the Retail Simulation Suite developed by Dacos and optimizes both its items assortment and its advertising campaigns, especially the promotion via leaflets, by means of software solutions developed by Dacos.

About Dacos

Dacos Software GmbH develops software for the simulation, analysis and prognosis of customer behavior. The Retail Simulation Suite allows a reliable simulation and optimization of assortments, prices and promotions in the retail branch. The innovative software solution is based on the latest research results in Artificial Intelligence and in the scientific evaluation of the retail and marketing industries. Since the introduction of the Retail Simulation Suite, eight retailers located in German-speaking countries have already decided to implement this solution.

Contact Details:

Sandra Nozar
Dacos Software GmbH
Science Park 2
D-66123 Saarbrücken
Fon +49 681-394671-18
Fax +49 681-394671-19
E-Mail: marketing@dacos.com
www.dacos.com