

Case Study

Roll Up of Diverse Multi-Channel Specialty Retailers



Company Profile:

- Aggressively acquiring new businesses

Business Problem:

- Overburdened IT staff with limited skill set

Results

- Parent provided with rapid view to KPI's and comprehensive management reports across all enterprise activities
- Minimized business and IT personnel disruptions
- Deployed powerful reporting and analytics across multiple businesses with each deployment taking between three and five weeks

This holding company was formed to acquire and operate a portfolio of leading multi-channel direct-to-consumer merchandising companies focused on the sale of specialty goods. The business strategy is to assemble a portfolio of strong and differentiated brands, fostering profitable growth while providing synergies in the areas of fulfillment, customer care, and administrative and IT support.

Oco's business intelligence solution was a perfect fit for a fast-moving M&A company that needed to have, as a first step in the process of integration, rapid standardization of reporting at the management level. Oco provided a 360 degree view of the business enabling senior management to see daily performance against targets covering the areas of finance, merchandising, channels, suppliers and asset management. Oco's reports provide diagnostics to identify the root causes of problems so that adjustments can be made quickly.

The individual brands use Oco for operational reporting in the areas of merchandising, marketing, finance and operations. Each deployment was completed in six weeks or less, with Oco providing project management to focus the customer team on requirements definition and rapid completion. Configuring reports for each brand's unique operational needs drove quick user adoption.

Oco's software as a service (SaaS) delivery platform eliminated the need for the customer to buy hardware and to install and support new systems. The IT group is now focused on supporting the acquisition of new brands and integration of the acquired companies. Oco's solution is flexible and can easily extract data from any source assuring that the disparate systems each new acquisition brings to the table are no obstacle to integration. The holding company now views Oco as a strategic partner in their on-going growth through brand acquisition.

About Oco, Inc.

Oco is a leading provider of Software-as-a-Service (SaaS)-based business analytics solutions. The company provides complete BI solutions to customers such as Casual Male, Dunkin' Brands, and Welch's. Oco's unique business-centric approach to BI helps companies solve targeted business issues, achieve payback within 90 days and triple their return on investment. Leveraging a library of best-practice analytics, pre-built data models, and patented technology, Oco's SaaS-based solutions are delivered in a fraction of the time, at a fraction of the cost of traditional solutions, with fewer IT resource requirements than traditional approaches. In addition to its own product portfolio, Oco also offers an on-demand BI solution through its partnership with SAP BusinessObjects. Oco was founded in 1999 and its headquarters are in Waltham, Mass. More information about Oco can be found at www.oco-inc.com.