

Customer Success Story

Aaron's Inc - achieving complete visibility into operations with advanced analytics



Fostered culture of collaboration and trust thanks to high adoption rates



Provided real-time store performance and in-store inventory analysis



Boosted productivity using management-by-exception method



Analyzed Top Problem Stores



Understood sales performance at SKU level



Accessed previous month's results in 30 minutes instead of 15 days

Challenge

Rapid geographic expansion and the addition of franchised stores meant Aaron's business operations had become difficult to measure and manage. Aaron's supply chain has additional complicating factors, including e-commerce and return logistics. Reporting was rudimentary and often delayed, creating a purely reactive environment in a market that demanded and rewarded full digital transformation of the supply chain.

Logility Digital Supply Chain Platform

Logility helped Aaron's gain control of its complex operations data to create a single source of trusted information and instill confidence in data-driven decision-making across the organization. Using Logility's ETL and visualization capabilities, Aaron's now has a scalable solution serving up real-time dashboards to 10,000+ employees.



Facts

Industry
Specialty Retailer

Headquarters
Atlanta, GA

Revenue
\$4 billion

Profile

Aaron's is a leader in the lease ownership of name brand furniture, consumer electronics and home appliances.

"Because of Logility's advanced analytics solution, we have become a much more data-driven company. Our team is making decisions across the board, in multiple departments, based on information presented in Logility dashboards."

Business Intelligence IT Director - Aaron's Inc.

Aaron's, Inc. is a leader in the lease ownership of name brand furniture, consumer electronics and home appliances through its 1,600+ company-operated and franchised stores in 47 U.S. states and Canada. Aaron's was founded in 1955 by Charlie Loudermilk, creator of a unique lease-to-own model with a vision to fill a void for the underserved customer by providing them the best deal on the highest quality products. Aaron's services are available through multiple channels to approximately 40% to 50% of the U.S. population. Aaron's expanded its reach by acquiring Progressive Leasing, a leading virtual lease-to-own company that provides lease-purchase solutions through approximately 20,000 retail locations in 46 states.

Data Everywhere, But Nothing to Analyze

Before implementing Logility, analytics at Aaron's was a cumbersome combination of Excel spreadsheets and data of dubious origin delivered on paper. Often delayed [and therefore out of date], impossible to drill into and difficult to interpret, even company veterans — who knew what to look for — found little value in the legacy system.

"As the business quickly grew more complex as a result of geographic expansion and new go-to-market tactics, it meant we needed to know more about our business more quickly. When we saw a problem, we needed to be able to immediately drill into that problem and understand it," said Aaron's Senior CIO & SVP Digital Products.

Increasing Clockspeed

To support its expansion plans, Aaron's had to step up the pace of its digital transformation initiative. That meant committing to a holistic approach to advanced analytics, one that focused not only on tools, but also on bringing people and processes together to create value. Company leadership framed this challenge as "increasing clockspeed", or reducing cycle times. Analytics was to play a strategic role in helping the business execute faster.

Logility Advanced Analytics for Sales

enables YOY tracking of Actual Performance against Forecast and Budget to reveal what products are selling against the forecast, how profitable those sales are, and how market demand is changing over time.

Logility Advanced Analytics for Inventory

enables history-based, "what-if" simulations to optimize safety stock while maintaining desired service levels and costs.

Logility Demand Planning™

rationalizes a broad product line by providing a comprehensive forecast of demand by SKU, customer, distribution and channel.

Logility enables you to:

- Increase pace of digital supply chain transformation
- Improve data quality
- Present relevant, consistent data to thousands of decentralized employees
- Drill into problem areas, collaborate on solutions
- Make better decisions, faster
- Improve demand planning and forecasting accuracy
- Monitor idle inventory

The company found the answer in Logility's ability to marry full Extract-Transform-Load [ETL] capabilities with intuitive data visualizations. "You can buy a niche visualization product or spend a lot of money on an ETL engine. With Logility, you have that all bundled in one," said the Senior CIO & SVP Digital Products. "In addition, Logility offered the right amount of agility and nimbleness, plus its licensing model and architecture allow us to economically scale it, providing dashboards to 10,000 filed employees."

Advanced Analytics Builds Knowledge Backbone

With Logility as its primary business analytics platform, Aaron's can point to a number of concrete benefits. Among them is widespread adoption, meaning Aaron's derives maximum value from the platform. It's an industry axiom that the most useful system is the one that gets the most use because it combines current, comprehensive data with analytical talent from all areas of the company.

In addition, strong data quality controls allow Aaron's to blend and cleanse its data while enabling a data governance strategy that instills trust across the organization. Granular visibility into operations means analysts can derive insights from operational details that are obscured when viewing - for example, category or SKU-level data. As one analyst put it, "Not only do we know what's happening with sofas, we know about that sofa." This is important information when managing promotions and incentive programs.

In Logility, Aaron's has a true knowledge backbone that creates confidence and shared accountability. While Aaron's uses other tools for ad-hoc analyses, it runs the business on Logility because it has the reliability, governance and automated data integrity features that decision-makers count on.

Expanding the Logility Footprint

As it retires legacy systems, Aaron's key initiatives for expansion include improvements in predictive analytics and demand forecasting. The company also wants to expand platform use among store associates.

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About Logility

Accelerating the sustainable digital supply chain, Logility helps companies seize new opportunities, sense and respond to changing market dynamics and more profitably manage their complex global businesses. The Logility® Digital Supply Chain Platform leverages an innovative blend of artificial intelligence [AI] and advanced analytics to automate planning, accelerate cycle times, increase precision, improve operating performance, break down business silos and deliver greater visibility. Logility is a wholly owned subsidiary of American Software, Inc. [NASDAQ: AMSWA].

To learn how Logility can help you make smarter decisions faster, visit www.logility.com.