

# Mitre 10

GAINS MUCH-NEEDED SUPPLY CHAIN VISIBILITY



## Facts

**Industry:** Retail

**Headquarters:** Auckland, New Zealand

**Profile:** Mitre 10 is a New Zealand-based chain of more than 80 home improvement and garden stores. Structured as a marketing and buying co-operative, storeowners across the country can respond to the unique demands of their individual communities while being supported by their Auckland-based corporate headquarters.

## Challenge

With greater than 80,000 individual SKUs available at any one time, monitoring individual performance across categories and regions, tracking trends or preparing useful, timely reports was a huge challenge for Mitre 10.

## Logility Digital Supply Chain Platform

Logility helped Mitre 10 consolidate various data sources into a single repository using data warehousing. Users can now analyze information according to specific departmental or functional requirements and reduce the burden on IT for reporting.

## The Bottom Line

- Reduced time in report-building from hours to minutes
- Saved cost and time with SQL Server compatibility
- Received greater visibility across the supply chain
- Measured performance more accurately and in real time

Since opening its doors in 1974, Mitre 10 has been an expanding presence in New Zealand. The market leader in the home improvement sector, it has nearly 40 Mitre 10 Mega stores, 61 Hammer Hardware stores and around 50 smaller Mitre 10 stores nationwide.

Structured as a marketing and buying co-operative, Mitre 10 supports its store owners from an Auckland-based support center. This keeps the control in the hands of the individual store owners and allows them to respond to the unique demands of their individual communities.

## Plenty of Data But No Insight

With so many stores and some 80,000 individual items on offer at any one time, monitoring individual performance across categories and regions, tracking trends or preparing useful, timely reports had become a huge challenge for Mitre 10. As senior analyst Rod McHugh explains, “We had figures from all stores on their sales each month, as well as purchasing numbers and selling information. There was loads of data, but no way of drilling down into the numbers.”

## The Many Advantages of Logility’s Data Warehousing Solution

From a technical perspective, Logility arranges information into pre-defined ‘cubes’ — sets of information relevant to a particular department that can then be dynamically arranged and analyzed easily. Logility’s data warehousing solution extracts the data from Mitre 10’s source systems and transforms it into the more usable data warehouse format to build into the information cubes.

“Pulling information into a cube improves accessibility. With other systems, you get the same reports but they’re very static, so you don’t get the answers you’re looking for. There’s no easy way to drill down into the data,” says McHugh. “Once the cubes are all set up, it’s really simple on a design level to make changes, so that you’re always looking at the information in the most useful format for you.”

Another win for Mitre 10 was Logility’s compatibility with other systems. Logility was able to simply ‘sit’ on top of their SQL Server, with most of the data coming from their ERP system on IBM iSeries. This saved cost and time because the business didn’t need to implement whole new systems.

“Under our old system, to build a complex report on sales and performances, it would have taken me at least an hour to pull the data, make the calculations and then format. With Logility, I can do the exact same thing in a few minutes.” ”

Rod McHugh  
Senior Analyst  
Mitre 10



## “State of the Nation” Analytics at Executives’ Fingertips

Mitre 10 was able to get up to speed quickly with Logility’s uniquely simple user interface. As one executive reports, “When you compare Logility with other systems, it’s so much quicker to bring people up to speed. In 10 or 15 minutes you can learn the basics. When someone new starts here, they’re always surprised at how simple Logility is to use.”

Mitre 10 managers now make decisions based on timely, accurate information rather than on instinct. They can quickly access a “state of the nation” view which is crucial for monthly management meetings where they discuss overall performance and strategies.

The category managers use Logility when they need to compare actual sales to predictions, allowing them to make adjustments on pricing and promotions.

Beyond the system itself, Mitre 10 executives have high praise for the Logility team, who just seem to “get” Mitre 10’s business, and always be “one step ahead.” As one executive explains, “The Logility team was a big selling point for moving forward. They’re a real asset to the business.”

**Logility Advanced Analytics for Sales** provides Mitre 10 with a deeper understanding of customer buying habits, leading to greater collaboration between sales executives and customers.

**Logility Scheduled Reporting** allows Mitre 10 to distribute reports on a scheduled basis, which are easily exportable to PDF or Excel. Specific conditions can be pre-set to trigger notifications for rapid response and resolution.

### Logility enables you to:

- Boost forecast accuracy
- Improve sales and operations planning
- Ensure in-store product availability
- Increase inventory turns
- Successfully plan and manage promotions
- Set time-phased inventory targets
- Easily collaborate with suppliers
- Improve sourcing and production of private-labeled and branded products
- Reduce out-of-stocks

## About Logility

Accelerating the digital supply chain from product concept to customer delivery, 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. To learn how Logility can help you make smarter decisions faster, visit [www.logility.com](http://www.logility.com).