

## Case Study

### CARPHONE WAREHOUSE USES PLANVIEW ENTERPRISE INSIGHT ANALYTICS FOR ADDED REPORTING CAPABILITIES

#### About Carphone Warehouse

The Carphone Warehouse Group PLC is made up of two distinct businesses: Carphone Warehouse and TalkTalk Group. Carphone Warehouse is the retail and distribution business and is Europe's leading independent retailer of mobile phones and services with 9 percent of the handset market share. Carphone Warehouse was founded in 1989 as a UK mobile phone retailer and rapidly expanded to serve more than 10 million customers in nearly 2,400 stores across 10 countries, including France, Ireland, and Spain.

#### The Challenge: Business Objects Isn't Enough

Reporting and analytics are a common challenge in many organizations, yet they can be some of the most critical aspects to successful portfolio management. Carphone Warehouse had relied on Business Objects in Planview Enterprise for its reporting and although good for ad-hoc, customized, and distributed reporting, but found this didn't provide the needed functionality to help decision makers quickly visualize and share key data.

Business Objects reports didn't offer the flexibility and visual formats required to make them immediately understandable to a wide variety of audiences, and sharing them within and beyond the enterprise was difficult. Carphone Warehouse therefore determined that adding an analytics component to its reporting capability was the right thing to do.

#### The Solution: Insight Analytics Provides Added Functionality

Planview Enterprise® Insight Analytics, the analytics application for Planview Enterprise, enables organizations to disseminate the data collected and stored in Planview Enterprise to every desktop with user-friendly graphic views of the data. Microsoft Office® applications like Outlook® and SharePoint® speed adoption because it makes sharing information across and beyond the enterprise easy. 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 .NET and SQL Server for extensibility.

When a report is required at Carphone Warehouse, the user first determines if it can be produced in Insight Analytics and if so, defines the structures and fields required. With the reports defined, users then have the ability to use the tool to pull analytics views directly into Microsoft PowerPoint® or other Office applications. Graphic charts, dashboards and benchmarks clearly display data in an easy-to-use format that helps decision makers quickly view relevant data.

Some of the graphic reports Carphone Warehouse creates using Insight Analytics include monthly resource demand, project names and effort, product management with interactive analytics and tabbed reports, and financials such as comparing actual value to original business case. "The beauty of Planview Enterprise Insight Analytics is that you can drill into account details with minimal effort and visually display data for fast comprehension," says Nick Boxall, MIS manager at Carphone Warehouse. "Insight Analytics is an iterative reporting tool and will likely change some of our Planview Enterprise configurations. It will hopefully reduce our cottage industry of reporting from published Business Objects reports."

Together, Business Objects and Insight Analytics give Carphone Warehouse comprehensive reporting and analytics capabilities that help drive business decisions. "We now have access to critical data and can use that data to draw important conclusions," Boxall says. "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."

#### AT A GLANCE

##### CUSTOMER:

Carphone Warehouse

##### INDUSTRY:

Mobile Phones and Services

##### GEOGRAPHIES:

Europe

##### USES PLANVIEW ENTERPRISE TO:

Quickly deliver relevant, easy-to-understand, flexible analytics to decision makers across the enterprise, leveraging commonly used Microsoft applications for easy sharing

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**Nick Boxall**  
MIS Manager  
Carphone Warehouse