



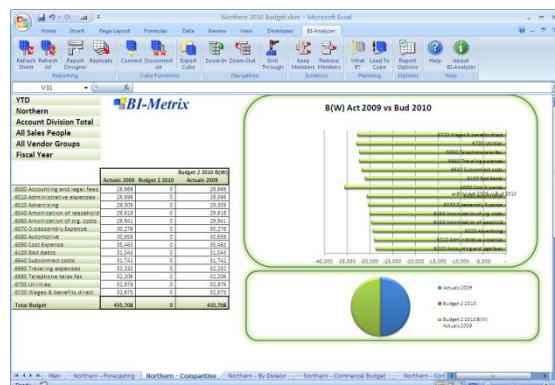
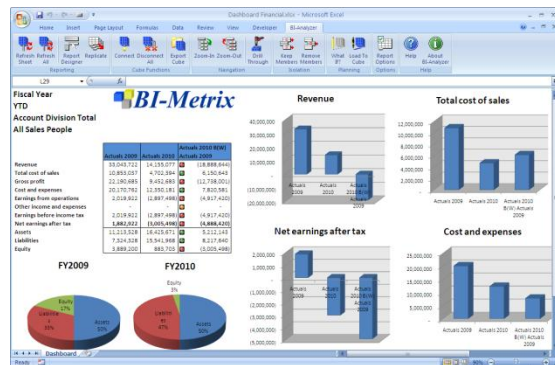
BI-Matrix Case Study Highfield Holdings Inc.

Self-serve analytics, reporting and planning is helping a beauty and health retailer make better business decisions

Highfield Holdings Inc., operating under the brand name **Trade Secrets/Glamour Secrets**, is a leading retailer of salon-quality hair, skin and body products. With over 4,500 products and full-service salons, it's a one-stop beauty shop! Since its inception, Trade Secrets has grown successful stores to serve consumers throughout the world.

As the company expanded, Highfield wanted a better way to analyze and report data to more precisely gauge results. Their analysis and reporting tools were not user friendly and they required IT support. The need to create a system that would integrate with their older technology and also support advanced analytics led Highfield to look at implementing a more comprehensive solution. Bredet Services, their Accpac Business Partner, knew that Highfield needed a flexible and easy-to-use business analytics tool and recommended BI-Matrix's **BI-Analyzer** and **BI for Accpac**.

BI-Matrix's Business Intelligence solutions help small and mid-size businesses optimize processes, save money, and improve decision-making through the power of information. Their BI solutions are powerful, easy to use, cost effective, and offer capabilities to support the three pillars of BI - analysis, reporting and planning. BI-Matrix has deep and proven expertise in delivering business intelligence solutions to small and mid-size businesses in a wide variety of industries and departments. It empowers business users to present data in a context that they understand while ensuring data accuracy and consistency throughout the organization.



The Challenge: Getting a clear picture of business fundamentals

Highfield needed to provide its business analysts and managers with a powerful yet simple way to evaluate the profitability of products across its various stores. Their finance department was using a combination of Crystal reports, Excel spreadsheets and other information. However, the reports were ineffective for trend analysis and failed to pinpoint operational issues - everything was manual and there was no single version of the truth.

Their General Manager asked Bredet to help find an analytics and reporting solution which could increase their ability to answer the most important operational questions:

- What products are being sold?
- Who is buying those products?
- What are the profit margins by product, customer and regions?

“Our old solutions didn’t let us drill-down to lower levels of data”, explains Milorad Grbic, IT Specialist at Highfield. “Our reports were very static and every time users needed to look at a report from a different view they would need to ask the IT department to change it. This was very time consuming and resulted in staff working overtime just to get the required reports. Today I’m able to see all stores monthly and YTD in three different layouts. What used to take two accountants a full day to do is now being done in minutes.”

The Solution: BI-Metrix - BI for Accpac

After a 30-day trial period, it was clear that BI for Accpac was the best corporate-wide reporting and analytics solution. “BI-Metrix’s BI for Accpac is a great product. Data updates are very quick and BI-Analyzer is an excellent user interface for building reports”, explains Paul D’Elia, General Manager at Highfield Holdings.

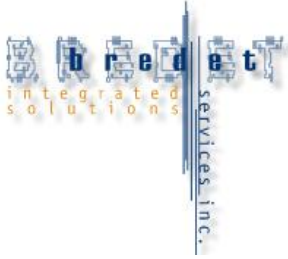
A critical decision in moving forward with BI-Metrix was its ability to provide a single data source. As well, its seamless integration with Accpac, Pervasive and Microsoft Excel made it an excellent choice. “Because the BI-Metrix cubes are already defined to read Accpac, the installation was relatively simple” clarifies Milorad Grbic. Training users on BI-Metrix took only a few hours.

A huge benefit to Highfield is that users can create and/or tweak reports without specialized technical skills. Reports are built using BI-Analyzer in Excel and then sent as Excel attachments via e-mail. If users need further analysis, they can just connect to the cubes to create different reports or look at a different parameter of that same report. “All you have to do is double click on the field and select what you want to look at,” confirms Paul D’Elia. Building reports is very easy and intuitive - you just drag-and-drop what you want to look at into the grid and double-click to make selections.

The Results: Performance Visibility

Highfield Holding is now realizing huge benefits in financial reporting and sales analysis. They have all 24 companies in one report and with a single click of the button are able to get YTD, monthly and three years back comparatives. One week’s work of exporting data, copying and manually adjusting Accpac reports is now taking minutes with BI-Metrix. Highfield has also benefited from better sales analysis. They now have the ability to analyze sales by region, by product category and by brand. With drill-down and ranking features Highfield can see the best and worst-selling products. “The best part of all this is that everything is dynamic”, explains Paul D’Elia.

Since the implementation of BI-Metrix, Highfield Holdings is realizing more benefits than just financial reporting and analysis. The company is also enjoying standardization of reports while achieving the power of self-service analytics.



Some results are:

- Analysts can now focus on review and interpretation of analytics rather than in their preparation.
- Data can now be viewed from different perspectives, leading to more informed decision-making.
- Well-designed and defined reports provide a common, consistent view on data through the organization.
- Rich BI functionality satisfies the organization's need for deep and meaningful information.
- Reporting time takes minutes instead of hours of labour per user, per report.
- Historical data is now available for multi-year trending and analysis.
- Frontline managers can perform analysis from multiple perspectives.

The Partner: Bredet Services Inc.

Bredet Services provides ERP and CRM solutions through their partnership with Microsoft, Sage and Deltek. Our dedicated service professionals combined with world class technology solutions is a recipe for success that we stand by with pride. For the past twenty-seven years, Bredet has helped companies streamline operations, reduce redundancies and improve the bottom line with the use of technology. We ensure success with our customers by building a strong strategic partnership and understanding their vision and tactical goals. In working with manufacturers for many years, we understand that volatility is the new normal. You need an intelligent software system, an open mind to change and the guidance of a knowledgeable partner that can get you there.