

Transparency for the complete gas station network



Cubeware Analysis System optimizes shop strategy at Agip

Agip Deutschland is a 100 percent subsidiary of the Italian ENI Corporation, one of the largest energy companies worldwide. Since it was founded in 1960, Agip Deutschland has been actively involved in refining, distribution and sales activities. One of the most important sources of revenue is the convenience store business connected to the Agip gas station network.

Controlling for the store chain and individual stations

To manage its chain of stores, Agip needed a central controlling system that also would be able to support individual product line planning for each single gas station. The challenge was to bundle large volumes of heterogeneous data from the individual gas stations, carry out flexible analyses and provide a large user group with the results. Users with only a minimum of IT skills were to be integrated in the reporting process.

Cubeware Cockpit for comprehensive reporting

Agip decided to implement an innovative solution provided by Kaiser GmbH, which was especially designed for convenience stores. Cubeware Cockpit was integrated as the reporting and analysis front-end, since it handles complex analyses and reports plus their distribution, quickly and without difficulty. The favorable price-performance ratio resulting from the product combination of MS SQL Server and Cubeware Cockpit was a decisive factor.

The solution:

Kaiser GmbH developed an award-winning solution for product line management. Agip Deutschland uses it to control the marketing and sales activities for their gas filling station convenience stores. The integrated Cubeware Analysis System provides Agip with a transparent view of its complete gas station network: From the annual trends down to an individual article.

Contribution by Kaiser GmbH

- Coaching
- Design
- Implementation
- Training

Technology

- MS SQL Server
- Cubeware Team Server
- Cubeware Cockpit

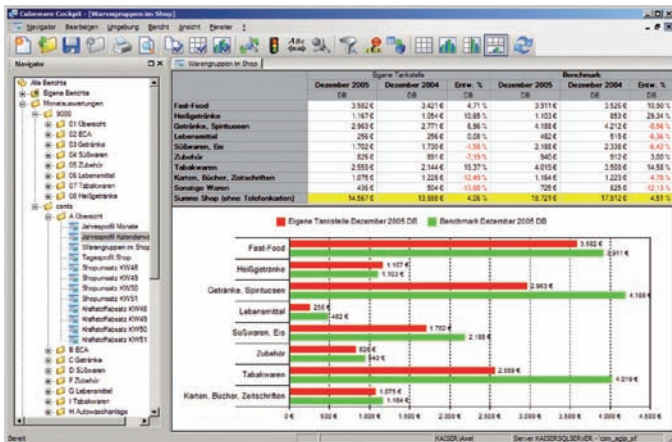


In collaboration with

Selective measures and performance measurement

Analysis supports shop management

The complex analyses enabled by Cubeware Cockpit support shop management at all levels. Both the aggregation of the complete gas station network and the evaluation of an individual gas station are important. The range of highly consolidated to extremely detailed information which is available – for example, sales for the network by year versus hourly sales for one article - provides a high degree of transparency. Examples of company specific applications are network and area comparisons, evaluation of locations, calculation of profit margin, investment controlling, lists of products on shelves, and marketing controlling. The individual stations can use them for managing their opening hours, staffing, fine tuning the product range, optimizing quantities delivered and pricing.



Profit margins for groups of articles including benchmarks and calculation of potential

The central marketing department employs the versatile analysis capabilities to quantify and compare strengths and weaknesses for benchmarking purposes. This supports selective planning of marketing measures and evaluating the success of campaign

From data warehouse to web portal

The cash registers in the individual gas stations are the source of the data. They deliver their scanner data to a central MS SQL data warehouse on a daily basis. The data import works without impairing the running operative systems, since the heterogeneous source data are not standardized until downstream in the process. The relational data are prepared for multidimensional analysis using DTS. Then Cubeware Cockpit produces standard reports that are generated as XML files and published in a web portal per FTP. From here headquarters, the sales force and the gas station tenants access the reports.

Reporting with large data volumes

The system is capable of quickly and flexibly generating reports from large amounts of data. The combination of MS SQL server and Cubeware Cockpit is ideal for these requirements: 500,000 transactions per gas station take place every month. Presently data is collected from 56 gas stations. The system processes a volume of 40 MB of data every day. Agip is planning to roll out the solution to their complete network of approximately 600 gas stations.

Human resources savings

Kaiser GmbH hosts the system for Agip. This means the costs for the system can be calculated precisely without tying down any manpower at Agip for operations. Additionally, the quick and timely compilation of reports saves the central Controlling Department a considerable amount of work that would otherwise be dedicated to reporting activities

Shop sales boosted

Using the system, Agip was able to better exploit the profit and sales potential of their shops and increase floor space profitability. The results which can be best quantified are the profit margin and sales for certain product categories which have increased at an above average rate.

Hermann Marquart, Head of Retail Marketing / COMEST with Agip Deutschland

"The analysis system optimizes the potential yield and the floor space profitability at our shops. We were able to gain significant increases in sales and profit margin of even more than 10 percent at our benchmark stations"

