



Fueling insight on gas station shops

Cubeware optimizes shop strategy at Agip

Agip Deutschland GmbH is a 100% subsidiary of ENI, a leading global energy corporation based in Italy. Since its founding in 1960, Agip has been active in the areas of oil refinement, distribution and sales. Today, the convenience stores in its gas stations are one of the company's most important revenue sources.

Analyzing sales across all shops and in individual stations

In order to manage its nationwide chain of shops, Agip required a central control system that could also support product line planning for individual stores. The main challenge was to collect large volumes of heterogeneous data from the individual gas stations, so that users could analyze it and publish the results to a large audience. The company also wanted users with minimal IT skills to play a more active role in the reporting process.

Comprehensive reporting with Cubeware Cockpit

Agip chose an innovative solution specialized for convenience stores and developed by the consultancy Kaiser GmbH. Cubeware Cockpit was chosen as the front end because the software quickly generates complex analyses and easily distributes these findings as reports. The combination of Microsoft SQL Server and Cubeware Cockpit also delivered an excellent price-performance ratio.

Targeted measures and performance controls

Analyses support shop management

Thanks to Cubeware Cockpit, Agip can now run complex analyses to support its shop management on all levels. The solution aggregates all relevant data so that users can gain insight on the entire gas station network as well as evaluate the performance of individual shops. This range of highly aggregated data (e.g. annual net revenues for all shops) to finite detail (e.g. hourly sales for a particular item) ensures a high level of transparency. On a corporate level, Agip can use the application to run nationwide and regional comparisons, evaluate business locations, calculate margins, manage investments, generate lists of shelf stock, and monitor marketing activities.

The individual gas stations, in turn, can use this information to adjust their opening hours, conduct personnel planning, as well as optimize the quantity of delivered goods and overall pricing. The central marketing department uses the vast analytic capabilities in Cubeware Cockpit to define benchmarks with quantitative strength and weakness comparisons. As a result, they can plan targeted marketing campaigns and monitor the success of their actions.

Solution

Agip Deutschland manages the marketing and sales of its gas station convenience stores with an award-winning Business Intelligence solution for product line management. Its integrated front end Cubeware Cockpit gives the company unparalleled insight ranging from current sales of individual articles to the annual development of its entire gas station network. The solution was implemented by Kaiser GmbH.

Services (Kaiser GmbH)

- Coaching
- Concept design
- Implementation
- Training

Technology

- Microsoft SQL Server
- Cubeware Cockpit

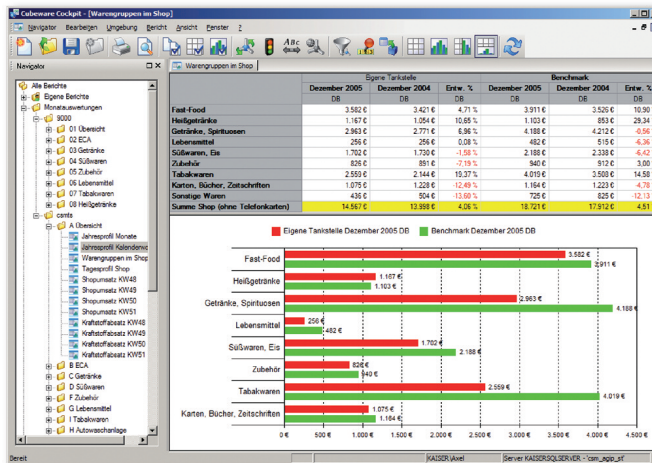




"With our analysis system, we can optimize our profitability and the return rate on floor space. We've been able to boost our revenues and margin by more than 10% in benchmark stations."

Hermann Marquart, Director of Marketing Retail/COMEST at Agip Deutschland

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This margin analysis by product group allows Agip to define benchmarks and identify hidden potential

From a data warehouse to a Web portal

The solution integrates data from the point-of-sale systems in individual gas stations. Each day, this local scanner data is transferred into a central data warehouse based on Microsoft SQL Server. Since the heterogeneous source data are processed into a common format in a downstream process, these imports have no effect on the operative systems. The system uses DTS to convert the relational data for multidimensional analysis in Cubeware Cockpit. From here, users can generate standard reports and export them as XML files to an FTP server for publishing in a Web portal so that corporate employees, outside sales staff and gas station operators can access them as needed.

High volume reporting

On average, each gas station alone processes 50,000 transactions per month. The system, which currently collects data from 56 stations, collects over 40 MBs of data daily. Thanks to the combination of Microsoft SQL Server und Cubeware Cockpit, however, the solution can quickly generate flexible reports from this large base of underlying data. In fact, Agip plans to extend the solution to cover its nationwide network of 600 stations.

Saving personnel resources

Kaiser GmbH manages the application hosting for the Agip solution. That way, the company can accurately calculate the system costs and doesn't require specialized internal IT personnel to run the system. Thanks to the fast, current reporting, users in corporate headquarters also can generate reports much more quickly than before.

Sales boom in the shops

Thanks to the new system, Agip has been able to increase revenues and profitability of their shops and increase the return rate on floor space. The most tangible benefits include above-average revenue and margin growth in a range of product categories.

In collaboration with
 www.kaiser-gmbh.net



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