

Meijer

Problem Summary

As a brick and mortar store faced with the task of remaining profitable amid economic fluctuation and online competition, Meijer needed to improve ability to utilize data and information.

Goals

Quicker access to relevant and updated information and reports

Centralized, self-service data system

Easier way to share and access information company wide

Improve understanding of customers

SOLUTION BENEFITS

Tapped into full potential of data

Built a better foundation for BI

Increased insights and profit

Improved access to information

Increased foresight into important trends

SOLUTION COMPONENTS

Office 365 including ...

Excel

Power BI

OneDrive for Business

SharePoint Online

Yammer

“ I think Yammer will be very powerful for online discussions and sharing, and even changing reports. It is an exciting step for Meijer in moving forward with collaboration and self-service analytics.

Marilyn Richards, Director of Business Intelligence and Collaboration

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OVERVIEW AND GOALS



Midwest regional American retail superstore company

One of America's largest privately-owned companies for more than 50 years

The original model for the modern superstore

Chain includes nearly 250 stores with products ranging from groceries and gasoline to electronics and pet supplies

Uses Office 365 to track and manage data on operational performance and customer behavior

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CHALLENGES



Problem Summary

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Main Issues

Business intelligence infrastructure no longer effective for keeping up with competitors

Inflexible report generation methods unable to support unique product codes for individual stores

Desire to increase efficiency of employee collaboration efforts

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SOLUTION OVERVIEW



SOLUTION BENEFITS

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SOLUTION COMPONENTS

Office 365 including ...

- Excel
- Power BI
- OneDrive for Business
- SharePoint Online
- Yammer



What I'm looking forward to with Power BI and Office 365 is the ability to easily share reports through OneDrive, SharePoint Online, and Yammer.



Marilyn Richards, Director of Business Intelligence and Collaboration



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Marilyn Richards, Director of Business Intelligence and Collaboration



Power BI enables us to standardize data sources and empower store directors, and ultimately team leaders, to develop and track their own data sets to ensure that we improve.



Matt Craig, Regional VP-Eastern Region



Power BI will help us be more agile and flexible and identify the gaps quicker. That's why it's so important.

Matt Craig, Regional VP-Eastern Region

