



VERITAS: FAST, SCALABLE SOLUTION FOR KPI ANALYSIS

Veritas is a creative retail chain with a rich history spanning more than a century. Today, the 120 stores give customers every opportunity to be creative with their look. The 'Prêt à combiner' segment consists of jewellery, handbags, stockings ... The products from the 'Prêt à créer' segment - wool, fabrics, sewing materials, etc. - enable customers to make things on their own. Veritas is booming: turnover doubled in just 7 years to €120 million, and the chain is focusing on international expansion.

DATA WAREHOUSE IS NO LONGER ADEQUATE

Veritas built its own data warehouse to store all analytical data. But due to the growth of the company and the digitisation the amount of data exploded. The chain currently has 40,000 SKUs (Stock Keeping Units). The existing solution was too limited, Veritas was looking for a scalable solution to analyse and report data. In a sector where margins are crucial, the price structure was also important.

Qlikview won the plea. "Our IT department was mainly convinced by the speed and scalability of the tool," says ICT Manager Johan De Witte. "The management was charmed by the visually attractive reports."

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VERTICAL PILLARS PER DEPARTMENT

Today, Veritas uses Qlikview to analyse operational KPIs for all processes (purchasing, inventory management, accounting, HR ...) and to generate and present PDFs online. The Qlikview environment is set up in vertical pillars per department, in the cloud. Each department has access to the smallest details of operational data. The company cloud on an aggregated level provides management with insight into business-related KPIs that transcend department X or Y.

“Our business analysts are enthusiastic about the speed with which a drill-down or zoom-out can be viewed,” explains Johan De Witte. “They don’t have to get any more coffee while the report rolls out of the printer, as was the case for Qlikview.”

BUSINESS-CRITICAL INFORMATION

“The IT department has two Qlikview experts for the extremely complex processes, but each team can see relevant results for itself. Without needing the IT department,” explains Johan De Witte. “Credon assisted us intensively to work independently. The KPIs we analyse contain business-critical information. Therefore, we did not want to remain dependent on any third party.”

VERITAS

is a creative retail chain with a rich history going back more than a century. The 120 stores give customers every opportunity to be creative with fashion. Veritas is now focusing on international expansion. ●

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