

Better control for better management

Leading French publisher, Hachette Livre handles more than 250 million books per year and 100,000 references. To improve the management of logistics distribution across its network, the Hachette Group uses the Harry Business Intelligence platform from the Coheris Group. We got: the possibility to manage as finely as possible the movement of stocks, to minimize returns and to reduce costs.

Created in 1826 by Louis Hachette, the Hachette Livre Group today is the first French publishing house and the second in the world for public publishing.

Its role: To publish and to distribute a very large number of quality books, to educate, to cultivate and to entertain readers. Hachette Livre distributes to a hundred publishing houses in France and in Europe and constitutes one of the four main poles of the Lagardère Group under the name of Lagardère Publishing. Since 1987, the Group is using the Harry decision-making suite to manage its various stocks consisting of more than 130 million books, of which more than 250 million books are handled per year. In the publishing market, the Group relies on a much diversified network of more than 20,000 bookstores, press houses, specialized retailers and also on mass merchandisers, not forgetting mail-order selling for teachers.

In short...

The Hachette Livre Group today is one of the major players in the publishing industry in France and has a solid international base.

Its role: to publish and to distribute a very large number of quality books, to educate, to cultivate and to entertain readers.

Context

To be equipped with a BI tool in order to adapt the logistics organization according to flows in the distribution network.

Challenges

- To control stock movements as finely as possible
- To minimize returns
- To reduce costs

Solution

The Harry suite version 8.0 with the Harry Pilot module

Benefits

- To understand impulse buying
- To minimize returns from book stores
- To reduce stocks
- To increase the turnover



*Patrick Brillet
Infocentre Manager,
Hachette Livre*

Modeling to customize the offer

«The Harry platform is adapted to all our business processes and to the IT environments (databases, servers) that we use. It improves our logistics management and analyzes the sales behavior that is very different from one point to another" declares Patrick Brillet, Infocentre Manager of the Hachette Livre Group.

For the group, analyzing data for stock movements is essential. "In fact, it enables us to customize the logistics organization according to the flows" adds Patrick Brillet. But in view of a market that is becoming more and more complex, the marketing and sales departments wanted to model the data very finely in order to customize the offer better. "The data volume is 5 terabytes" he adds.

The Harry Pilot tool integrated in the Harry suite allows us to understand and to query the data in order to convert it into results and reports. "From the same data source in Harry, we have ad hoc queries on private or shared dictionaries, standard queries for push-button and web users, information sent via SMS and soon a WAP portal, as well as simulation and budget analysis applications."

Understanding impulse buying

Harry Pilot enables 900 users to create multi-criteria requests. As example, in the publisher's collection, it helps know the figures per customer according to the frequency criteria and in-and-out flows. The results are then imported to an Excel worksheet, which can then be displayed from a standardized presentation or in the form of graphs. "This decision-making tool helps understand better impulse buying at our bookstores. If the book is not there at the moment, the purchase is often lost. It also enables us to minimize returns from our bookstores by adapting the setup and through a subsequent process of reducing our stocks and increasing our sales" explains Patrick Brillet.

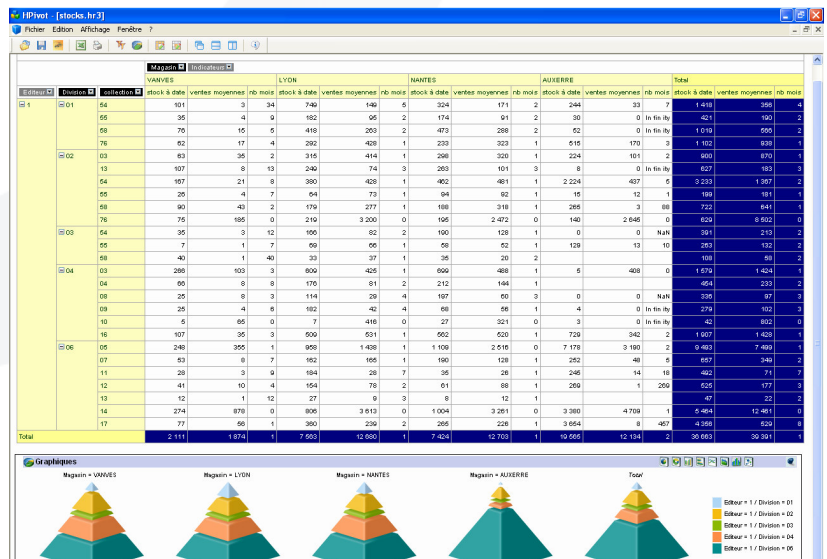
Optimizing stock management

In addition, to optimize the management of storage rooms at bookstores, the Group developed a web portal meant for 100 publishers. "This portal in particular helps take decisions on reprinting by giving the option to print according to sales flow, and thus to reduce storage costs" analyzes the Infocentre Manager.

To these benefits is added the simplicity of use. "In the long run, this type of decision-making tool will develop towards more and more pointed and sophisticated requests, but in parallel, it remains intuitive: Its price-performance ratio is better than most decision-making tools in the market. The Coheris Harry teams have their finger on the pulse with regard to their customers' expectations. In this sense, Harry Pilot is the fruit of our experience, the product remains accessible to our IT engineers" concludes Patrick Brillet, who is also President of the Harry users club.

BENEFITS :

- TO UNDERSTAND IMPULSE BUYING BETTER
- TO MINIMIZE RETURNS FROM BOOKSTORES
- TO REDUCE STOCKS
- TO INCREASE THE TURNOVER



Tracking stocks: multidimensional analysis and graph