

Case Study: Space Floor Planning

About the Client

Hallmark Cards, the \$4.3 Billion personal expression industry leader identified CS Solutions (CSSI) as its Data Warehousing partner in the beginning of the year 2001. Since then, CSSI has created value in various ETI – DW projects. Hallmark has more than 40 different Data Warehouses and various other Enterprise DW initiatives for integrating all their silos under a single umbrella. During this relationship, Hallmark benefited the most by using the end-to-end capabilities of CSSI. CSSI was involved in many DW initiatives of Hallmark and delivered all of them successfully.

- U.S Greeting Card Market Share is greater than 50%
- Consolidated net Revenues: 4.2 Billion \$
- Total Product Offering: 48000 (19000 designs added every year)
- Total Retail Outlets: 43000 in US (4000 certified Gold Crown Stores, 1600 specialty and 30,000 mass retailers)
- International Presence: 100 Countries; 30 languages

Client Situation

Hallmark's Business Need:

To define a single accepted Space Planning process that recommends an optimal footage plan by product line and rooftop based on maximizing profit contribution while respecting business rule and fixturing constraints.

This process and tool must:

- ✓ Consider Hallmark business rules and fixturing constraints
- ✓ Differentiate between centralized and decentralized accounts
- ✓ Satisfy the space planning requirements for all channels/customers
- ✓ Account for the linkages between space allocations of all Hallmark categories
- ✓ Potentially be able to support space-planning requirements of other business units.

Space Planning can be divided into five key activities:

- Gathering of Inputs
- Determination of Store Activity
- Allocation of Space to the Category
- Allocation of Space to the Product Line and Tracking of Space Plans. Following is a summary of each of these five activities

Key Activities:

- ✓ Expand the store numbers on the fly to meet the requirements of planning engine

- ✓ Extract historical Sales information store wise, product group, SKU, and Product wise from Enterprise Data warehouse
- ✓ Extract Data from JDA
- ✓ Mix Match and manipulate EDW and JDA data to load Space Planning DB
- ✓ Feed the Business Rule Engine

Replace the Internal mainframe based Space Planning tools, output file with JDA's output in the similar format which needed to be used by other existing applications

Our Solution

CSSI with its 4+ years relationship with Hallmark, worked with Hallmark's team in delivering the project in two phases of the project and working with them for the later phases covering large number of stores.

CSSI assembled a core team each at onsite and offshore for delivering this project to Hallmark in time and in budget. CSSI team worked along with Hallmark's team in the following areas:

- Defining strategies to extract data and stage it
- Data Analysis and Mapping design
- Conversion design
- Specification preparation
- Developing conversions and programs
- Unit Testing
- System Testing
- Productionalization

The solution required extensive expertise in handling tools like ***ETI*Extract, Sync Sort and expert programming level in Cobol and SQL***

CSSI team pulled off the project and delivered the results well in time to enable HMK to rollout the planning tool to plan all of their retail stores, Wal-Mart across USA and Canada

ETL Tool: ETI * Extract, SQL, PL/SQL

Languages/Tools: Cobol, JCL, Sync Sort, C and Shell Scripts

Database: Oracle 9i

Operating System: AIX, Windows

Key Challenge:

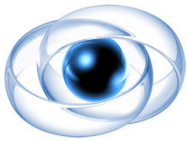
- Understanding of Complex retail processes
- Redefining the process to suit the new requirements
- Handling large volume of data and manipulating

Performance tuning

Benefits

The intime delivered project has enabled the Hallmark's distribution function to plan optimal space usage in the stores, which in turn increased the sales of its card promotion. It's easily able to identify the target clients and use it for optimization in planning.

The entire solution is designed and delivered from CSSI offshore which has benefited Hallmark with Lower Cost of Ownership.



CS SOLUTIONS, INC.

Shaping Ideas, Building Solutions

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