

# Redwood Business Solutions

Making web-based report distribution a reality.

## At A Glance

### Industry

- Retail - Fashion

### Environment

- BI, FI-CO, Solution Manager in WEBAS

### Key Challenges

- Productivity levels: Too much time required to access, update and distribute reports
- Costs: Paper, postage, printing costs were adding up
- Inefficiency: Data couldn't be easily and securely archived, retrieved or viewed

### The Solution

- Report2Web document storage and distribution

### Key Benefits

- Reduced costs: Simple, automated electronic file distribution
- Increased productivity: Short learning curve; easy to use and manage
- Easier information access: Secure report storage and retrieval from any Web interface
- Improved security: Controlled, auditable access

## GUESS

### Guess?, Inc. Streamlines and Saves Globally With Report2Web

GUESS? is one of the largest and most successful fashion brands in the world. Since its beginning in 1981 as a small denim company in California, Guess has seen monumental growth resulting in over \$2 billion in revenue today.



Guess has had a long-standing commitment to fashion industry leadership, uncompromising quality and brand integrity. With more than 1,100 retail stores worldwide and counting, the company is known for its consistent brand image and successful global marketing strategy.

Despite having state-of-the-art operations in place, however, managing and distributing the information that enabled critical decision making had become a costly and inefficient process over time for the fashion giant. Manual system updates and report distribution tasks were overwhelming and expensive, and the time required to accomplish them only added to the growing costs.

The goal, then, was clear: the company needed to increase productivity and reduce costs. To do so, Guess would have to implement an automated solution that would enable users around the globe to store, find, and distribute critical company reports more efficiently.

Guess runs business applications including MicroStrategy® Reports, PeopleSoft® and Oracle® Financials. Corporate executives, company-owned stores, and the Guess finance and accounting departments share a significant number of business-critical documents on a regular basis. Of critical importance: delivering time-sensitive data, ensuring information security and integrity, and the ability to quickly retrieve large volumes of data. Using the company Intranet as a document repository, laboring through extensive manual searches, printing huge reports to use just a few pages, and dealing with expensive, labor-intensive distribution would have to change.

*The Guess payroll department used to spend about 46 hours a month to distribute timesheets. With Report2Web it takes just minutes to accomplish the same task, with fewer errors.*

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## The Report2Web Solution

The mere idea of implementing new procedures and training personnel, however, was overwhelming. Guess knew that to be successful, the solution they chose would have to be implemented quickly, have a short learning curve, and not negatively impact business operations.

That insight led the world-class fashion leader to the Report2Web solution from Redwood Software. Report2Web is a Web-based document storage and distribution solution proven to streamline document processes and help businesses make better use of resources, personnel, and budget. With a secure, controlled electronic repository and audit system, the potential for errors from manual tasks drops significantly. Information from disparate sources and data formats can be archived, retrieved, and viewed securely with a complete audit trail of document-related activity.

Working with professionals from Redwood, the company's information management problems would be solved, making critical data available to users simply and cost efficiently. Michael Relich, EVP, CIO & Strategy of Guess says, "Report2Web has enabled Guess to deliver reports company-wide while reducing the costs associated with our old methods of delivery such as postage, paper and employee time. Ease of use and user notifications made it simple to transition from an antiquated report delivery process to using Report2Web."

Report2Web offers Guess advantages over other information management systems, including:

- Minimal end user training
- Capture of batch-generated reports in PDF format
- Daily Digest email subscriptions
- The ability to capture all types of reports

Guess has deployed Report2Web in the United States, Europe and Asia, providing a single solution with global reach and local control. More than 1,100 corporate employees, store managers, and international office personnel run daily reports including financials, payroll, production, sales, and distribution.

"With Report2Web it is easy to manage file distribution and to apply security on confidential documents", says Bruce Yen, Director of Business Intelligence at Guess. "Report2Web made it simple for us to deliver reports to all users in the company, including the stores, without allocating additional resources for generating and mailing reports. Our distribution process is now automated and takes a fraction of the time it used to."

Because the document delivery process is automated, company reports are delivered in a more timely manner, ensuring that the most current information is available for decision making. Report2Web subscriptions let users know when a new report is available, and Guess is able to push reports out to users as needed.

## The Bottom Line: More Efficient Operations

The inherent efficiency of Report2Web means that Guess personnel can access business-critical reports as soon as they get into the office, with no time wasted. With the Report2Web Burster, reports can be parsed out so users can view and print only the information they need and are authorized to access. The repository and archive enable employees who used to spend hours on report delivery to work on other value-added tasks. "Report2Web aligns with our overall strategy of providing users with a one-stop shop to access reports and information from disparate systems", Relich says. "Substantial cost savings were realized by reducing the need for users to access other systems to generate and print standard reports."

Proof positive: The Guess payroll department used to generate and mail the company's retail store timesheets individually. With Report2Web in place, they can run one report and let the Burster separate and publish information to individual stores. The payroll department used to spend about 46 hours a month to accomplish this task. Now it takes minutes to accomplish the same task with fewer errors.

"We're saving on employee time allocation, the paper it took to print the reports, storage costs, postage, and printer costs," Yen says. "Employees spend a lot less time running and mailing reports now. With Report2Web, we run a report and let the Router and Burster handle the distribution." According to Yen, Guess has gained an even greater return on investment by maximizing the use of the Burster. Having fewer queries against the reporting environment has resulted in reduced database workload and improved system performance.

Clearly, Report2Web was a smart business decision for Guess. This talent for good decision making, combined with insightful direction and innovative thinking is what has led to the company's dramatic international expansion and its evolution into the most recognizable fashion brand on the planet.