FASHIONABLY FAST

Redwood Report2Web® speeds up business-critical reports at Guess and frees up employees to analyze reports.

KEY POINTS

◤ Guess required too much manual effort to manage and distribute business-critical information.

◤ Reports from MicroStrategy, PeopleSoft and Oracle® generated access, distribution and archiving challenges worldwide.

◤ Report2Web reduced costs and provided simple, automated electronic file management for increased productivity.

◤ Timesheet processes that took 46 hours a month to do now only take minutes.

A RETAIL REPORT CHALLENGE

As one of the largest and most successful fashion brands in the world, 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.

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. All users need to retrieve large volumes of data quickly and frequently.

Initially, the company used its Intranet as a document repository. However, this required extensive manual searches and printed huge reports to use just a few pages from each. Distribution of the information found was another manual challenge.

Guess needed an automated solution for users around the globe to store, find, and distribute critical company reports more efficiently.

AUTOMATE EFFICIENCY

To be successful, Guess' solution would have to be implemented quickly and keep business operations running non-stop. Redwood's comprehensive web-based content and report management solution, gave them the answer they needed with a secure, controlled electronic repository and audit system.

Report2Web archives information from disparate sources and data formats so that they can be easily retrieved and viewed securely, with a complete audit trail of document-related activity.

Guess 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 Redwood, 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 automated distribution process now takes a fraction of the time it used to."

> Report2Web helped us to deliver reports company-wide while reducing the costs associated with our old methods of delivery such as postage, paper and employee time. It was a smooth transition from an antiquated report delivery process.
>
> —*Michael Relich, EVP, CIO & Strategy at Guess*

THE BOTTOM LINE

Now Guess personnel access business-critical reports as soon as they're available. 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 make delivery automatic.

Michael Relich, EVP, CIO & Strategy of Guess adds, "Report2Web aligns with our overall strategy of providing users with a one stop shop to access reports and information from disparate systems".

Before, the Guess payroll department used to generate and mail the company's retail store timesheets one by one. With Report2Web in place, it now runs one report and lets the Burster separate and publish information to individual stores. The old process took about 46 hours a month to do. It only takes minutes now to accomplish the same task, error-free.

"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 continues to gain greater returns on Report2Web every day. It has reduced database workload and improved system performance while also freeing employees to analyze reports - instead of just searching for them.