

Retail Dealer Dashboard

Client Profile

- Leading Manufacturer of bicycles in the United States
- Trek partners with hundreds of independent bicycle dealers

Solution Benefits

- World class business analytics at the retail-shop level
- Shop owners/ managers can now monitor the performance of their business in key areas
- Employees can now assess their progress against their personal performance metrics and compare their performance against other employees
- Aggregate analytics across all bike shops are now available

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Trek provided business analytics for their dealer partners that have traditionally only been available for larger corporations.

Manage Your Business and Improve Profitability

Business Challenge

Trek Bicycle's mission is to build the best bikes and the best bicycle dealerships in the world. To support the day-to-day operations of their dealer partners, Trek licenses Ascend software. However, many of the independent bike shops wanted additional tools to support their business decisions. The dealers wanted information on trends of sales and inventory. They wanted to see their projected cash-on-hand mapped against their planned inventory purchases. Trek's challenge was to find a way to support the retail shops with the same kind of information and analytics that major corporations uses to run their businesses.

Business Solution

To help retailers increase profitability, we worked with Trek to develop a new web-based tool called Ascend Analytics. The tool provides store managers the ability to measure, set and track goals and performance, while forecasting for the future. The engine behind the Ascend

dashboard is an integrated data warehouse that consolidates dealer information across all registered dealers and provides timely access to accurate information. The solution provides predefined reports across key business functions, and supports drill-down and ad-hoc reporting requests.

Business Benefits

By using Ascend Analytics, each dealer is able to manage their business rather than just responding to their business's daily demands.



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Enable Analysis Across the Organization

Consolidated Reporting

For the first time, owners of multiple bicycle stores (yes, they are called chains) are able to report on the relative performance of each of their stores. The Ascend Analytics tool has given dealers timely reporting so that they can make mid-course corrections in the operations of their businesses rather than waiting until the end of the month to “see how we did.”

Key Metrics Across Business Functions

Trek recognized the value of combining information from different sources to gain powerful business insight. With Ascend Analytics, Sales and Inventory data is combined with personnel productivity measures, store traffic counters and financial indicators to give the store owners/managers a deep insight into the health of their business. Upon signing in to Ascend analytics, the user sees a selection of tabs that highlight different functions of his business:

- **Summary Tab** - Shows trends in key metrics such as sales and inventory dollars, inventory days-in-stock and Expenses as a percentage of Sales.
- **Sales Tab** - Shows details regarding store sales and margin, employee (sales) productivity and conversion ratios (number of customers against number of sales). This tab also supports drill-down and ad-hoc

reporting on sales-based information.

- **Inventory Tab** - Shows details regarding store inventory and margin. This tab also supports drill-down and ad-hoc reporting on sales-based information.
- **Employee Tab** - Shows detailed employee performance metrics and rankings. This tab also supports drill-down reporting.
- **Finance Tab** - Shows details of cash flow, labor costs and expenses.

Communication and Productivity

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Who is RMP?

- We focus on improving our client’s business performance through informed, data-driven decisions
- Our teams work with stakeholders and users to custom design and build rich solutions that meet the unique challenges and needs of your business.
- We specialize in Business Intelligence, Retail, Financial, and Supply Chain
- Our experienced consultants have various certifications including: CPA, CPIM (APICS), and Microsoft
- We serve fortune 500 and mid-market companies
- RMP helps companies manage the “big piles of money” found in every organization. Sometimes these “piles of money” need to grow. We’ve helped companies increase sales, increase gross margins, and grow their customer base. Sometimes these “piles of money” need to shrink. We’ve helped companies slash expenses like excess inventory, and warranty expenses.

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