

# Sanseido Retail Bookstore Chain Depends on BIRT for Sales Analysis

Visualization, customization and server platform drive user satisfaction, application adoption

## Application Overview

Sanseido, a Japanese chain of retail bookstores looked to Actuate's BIRT platform for help with its order processing and sales analysis application. They need the ability to build server systems from scratch, and to fully customize sales analysis and order processing reports for sales managers and sales reps.

## Business Challenges

- Needed a tool capable of real-time view and printing for both static and ad hoc reports with their enterprise standard look and feel.
- Their previous system suffered from poor performance; end users were forced to manually modify report output due to lack of customization and visualization.

## The Actuate Solution

- They chose BIRT because it has the capability of both on demand and batch reporting, plus the ability to build server systems from scratch.
- Paramount in importance for the new solution were the following capabilities:
  - o Provide security of data related to user permissions and organizational role
  - o Access existing data sources
  - o Viewing from a browser
  - o Support self-service report design
  - o Provide the required data views for order processing

## Solution Details

- Company uses Actuate Web and Application Server; DB2, MySQL, and RedBrick data sources; and Windows Server 2003.
- Run about 50 reports; initial user base of 50, current users at 75.
- Use BIRT iServer Information Console, BIRT Interactive Viewer and BIRT Reports.

## Benefits Summary

- Increased adoption and usage of sales analysis among end users.
- High user satisfaction scores with standard reports.
- Improvement in individual and team performance due to elimination of manual manipulation of output, thanks to better data visualization and customization capabilities.