



CXAIR Performance Management For Retail

aswaaq

Case Study

aswaaq

aswaaq is a pioneering concept in the modern world of shopping and retail, marked by its innovative approach to delivering excellent quality goods and a truly unique customer service. aswaaq consists of a series of small and medium-sized community retail outlets with a fresh identity that stand out in the market. Among other contemporary facilities, aswaaq retail outlets include supermarkets surrounded by retail shops that host a wide range of amenities, from pharmacies to boutique salons. This provides local neighbourhoods with a unique shopping experience that promotes the idea of community while going beyond the retail variety of a traditional mall.

aswaaq is part of the Dubai Government's vision for national development, providing local neighbourhoods with the best in community centres. There are currently five aswaaq community centres and seven aswaaq supermarkets in Dubai, located in: Nadd Al Hamar, Al Mizhar, Sofouh, Umm Suqeim, Al Rigga, Al Warqa'a and Mirdif.

The aswaaq roadmap will see the company expand to include 18 community centres and more than 40 supermarkets.

The Challenge

aswaaq is a growing company that is expanding rapidly in Dubai, and as a result the company has to take on new technologies and systems to support their development plan. Such growth also aligns with the vision of H.H. Sheikh Mohammad Bin Rashid, who during the announcement of UAE Government Strategy stated that, "We have solutions that are basically dependant on our youth like the aswaaq project, which is based on state-of-the-art technology and aims to minimize the need for marginal labour whilst providing a wide range of opportunities for the youth."

Without access to an effective Business Intelligence (BI) tool that is accessible to the decision makers within the company, managing that growth becomes a challenging activity.

aswaaq performed an extensive analysis on suitable software technologies and needed to be absolutely certain that their tool of choice would be suitable for their information needs and fit in with their existing business processes and plans.

To help manage and understand performance, aswaaq created a comprehensive system of Key Performance Indicators (KPI's) to measure store by store performance, monitor the progress of their Wafa loyalty program, and to measure corporate services performance against the KPIs.

Each store submits their data from their Point of Sale (POS) to the central Microsoft NAV database on an hourly basis. With such a large number of transactions in a dynamic retail environment, instant and fast data rendering BI tools are necessary.

Even more, due to their continual expansion, the solution needed to be able to grow to take on increased data loads, new reports, KPI's and a continually growing user base.



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How CXAIR Has Helped

CXAIR was the solution, being installed and in use within a week. During that period, Connexica were able to deliver to aswaaq twelve separate training sessions aimed at a mixture of skill sets; from administrators and analysts to developers and end users.

During that same week, aswaaq and Connexica were able to build a large number of indexes across HR and store data covering tens of millions of records, developing a series of KPI reports that immediately enabled stores to monitor their margins, progress of their Wafa loyalty programme, as well as provide evidence of adherence to Government directives.

Since the system went live, data sections has been added to their CXAIR indexes allowing staff to immediately view performance and identify potential issues as the stores become more and more established.

Each department is able to see all of the information relevant to their roles. For example, people working in HR or Finance can see data appropriate to their department whereas the managers are able to look at data across one or more stores or the entire company.

aswaaq sees their Wafa program as being extremely important in their development of a loyal customer base. CXAIR has been able to analyse customer spend and buying patterns across their stores and is providing essential insight into the effectiveness of the Wafa program.

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“We selected CXAIR because of its scalability, friendly web-based user interface, and robust analytical features that help us to make fact-based decisions which impact our bottom line. CXAIR provides the ability for a number of concurrent users to quickly retrieve and analyse large volumes of detailed data and efficiently monitor performance of key business metrics.”

Jassim Sajwani,
Executive Director, Corporate Services

“Finally a tool which matches the name ‘intelligence’”

Manoj Vijayan,
Manager, IT Development

“Real-time data rendering equipped with security layers. Easy to train, modify and create in just a few clicks”

Zainab Salman,
Senior Executive, IT Projects

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About Connexica

Established in 2006, Connexica provides a fundamentally different approach to information retrieval and management reporting. As a software house we defy definition because we don't fit into the conventional Business Intelligence, Enterprise Search or Data Access spaces.

Our powerful querying and analysis tools help bridge the gap between all three solutions, by offering our customers the ability to index, retrieve and analyse their organisation's data at search engine speed, easily and securely from any location.

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