



Customer Testimonial
Dubai Holding Group & Al Shamsi Holdings

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Case Study

About

DHG based in Dubai is an energetic and fast growing retail organization representing major fashion franchises in the Middle East. Their ambition is to bring world-renowned and exclusive brands to style conscious customers throughout the Gulf region.

DHG have set out to become the leading ambassador for International retailers within the region, their 35 stores represent famous brands such as Zara, Stradivarius, Promod, Women'secret and Gerard Darel.

ASH focuses on fashion retail, representing global brands, Okaidi and Obaibi, Vincci, Parfois, Desigual and Scotch and Soda in over 52 stores throughout the Gulf region.

What CXAIR is being used for

by Steve Raju – IT Manager Dubai Holding Group

CXAIR is being incrementally rolled-out to support management information reporting for all functions within the business. CXAIR users include a growing number of users from senior management, Finance, Buying, Merchandising, Inventory, Brands and Stores.

Users are being given access to up-to-date management information through a combination of Crosstab reports, Dashboards and Venn diagrams.

I plan to extend the use of CXAIR to all stores making information available on Point of Sale and Stock positions avoiding a lot of replication of data across our estate & primary Data Centre. Going forward we intend to provide tablets to stores to avoid all printing and to ensure all business activities are enabled through CXAIR and our Intranet Self Service framework. One of the key benefits is to reduce and eventually completely eliminate Excel for management reporting.

Why CXAIR by Connexica?

I first saw CXAIR back in early 2008 when IT Manager at Lals in Dubai. At that point it was called NetSearch. Seeing hundreds of products in my career, here was a product that I instantly liked, it was different to the rest and was way ahead of its time.

With disks getting cheaper and both structured and unstructured data volumes increasing, we could see the need for a technology that not only helps you analyse structured data such as database but also unstructured data such as documents and emails. CXAIR was the first product that I saw that could do both. Unfortunately for me due to organizational re-structures and the economical down turn, I was unable at that time to procure the product.



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After changing jobs and establishing myself at DHG, I was able to take another look at the product and was amazed to see how the product had further improved since 2008.

After an initial demonstrations of the product, we naturally wanted to progress to the next step and organised a demonstration to the key stakeholders within the business.

Wanting to make sure that what I had been shown really was as easy to configure and use as it appeared, I decided to present the tool myself.

What surprised me was after spending a few hours with the team, I was able to build some indexes and reports and personally do the whole product presentation in the presence of CXAIR team to my management.

There are only 2 things that you worry about in any project, implementations that over run and user acceptance. The product was so easy to configure and use, I was confident that these were not going to be issues.

Since my initial demonstration of the product, the product has continued to improve and offer more and more easy to use features.

The openness to understand customer / business needs and adapt or accommodate the same to the product is one of Connexica's most appreciated capabilities.

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“The products capability to do Free Text search is such a great value add, we don't have to worry where the data is coming from, don't have to worry about complexities of keys being generated off fields like Mobile numbers on marketing data. Then you have CXAIR's capability of building dashboards and Crosstabs in a matter of minutes and you have the Venns which are just out of this world. The capability of comparing data visually using Venn diagrams is such huge a value to add to any business if put to the right use.”

Steve Raju,
IT Manager Dubai Holding Group

“Having installed CXAIR, I was able to complete a project with a timeline of a week (Implementation & Power User Training). Naturally you need to have a good understanding of your data as ultimately you need to decide which data you want to make available to whom. The rest is really simple and is helping our business to save time, effort and provide valuable insight into the overall performance of the business.”

Steve Raju,
IT Manager Dubai Holding Group

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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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