



Accurate Answers Increase Shareholder Value For Pep Boys

Pep Boys, the nation's leading full-service automotive aftermarket retail and service chain wanted to retain its number one position in the marketplace. The company operates over 600 stores in 36 states and Puerto Rico, selling brand name and private-label automotive parts and offering on-site service facilities. Its stores stock about 25,000 car parts and accessories, including tires, and typically operate 12 service bays for parts installation, repair, and vehicle inspection. Pep Boys prides itself on providing the best customer service and the highest quality service work in the industry.

Maintaining their top position and living up to their high standards of service required constant attention to Pep Boys' key performance indicators, but their existing reporting system was falling short. They were producing vast amounts of information, but had no easy way of pulling it all together and retrieving it to get a true picture of their business. They realized they could be making crucial business decisions based on out-of-date or inconsistent information. In order to stay on top, they would need to invest in a new reporting system.

THE CHALLENGE

Pep Boys had become frustrated with the limitations of its existing reporting system. Under this system the IT department would generate standard reports, print them, and distribute them to the users via postal mail. The process was slow and labor-intensive, and by the time the information was received, it was typically out of date. Consequently, the company's executives and managers were unable to make informed decisions or respond quickly to business trends or problems.

"The biggest challenge we faced was getting accurate answers from the data. The information varied with each level of the organization, and everyone was using different measures," comments Robert Berckman, Pep Boys' director of Information Technology.

Pep Boys needed a new enterprise-wide business intelligence solution that would provide timely access to accurate information and enable them to respond quickly and proactively to market conditions. Their goal was to implement an easy-to-use system that would provide consistent information across the enterprise, from high-level reports to drill downs for specific details.



Key Benefits:

- Increased employee productivity.
- Significant reduction in time spent on budget preparation, distribution and collection.
- Ability to respond more quickly and proactively to market conditions.
- More timely and accurate reporting for better trend analysis and decision-making.

THE SOLUTION

Pep Boys partnered with ISA Consulting to help them organize and layout a baseline infrastructure for their information. ISA then trained Pep Boys' database administrators on the actual design, build and automation of data cubes, leaving them self-sufficient to add on and build additional cubes.

The new system is built on Hyperion Essbase and serves 1,000 users across the enterprise, generating about 10,000 queries per day. ISA assisted in the development of approximately 40 analytical cubes, which provide users with maximum control over queries and reports. Pep Boys uses Hyperion Analyzer for Web-based interactive analysis, which provides users with easy access to information — any time they need it.

THE BENEFITS

“Information is power. Now everyone from store managers to corporate executives has access to the same information and we can make decisions in time to make a difference and increase overall shareholder value through increased sales and reduced expenses,” notes Mr. Berckman.

The new system allows users, from corporate executives to store managers, to generate their own ad hoc queries and analyses. These analyses provide answers in just seconds, enabling users to respond to trends before problems arise.

Since implementing this solution, Pep Boys has realized these benefits:

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ABOUT ISA CONSULTING

Innovative Systems Associates is a technology consulting firm focused on helping large companies, across all industries turn their corporate data into valuable information for competitive advantage. ISA was founded in 1995 with a vision of providing only the highest quality consultants to carry out this mission. See their web site at www.isaconsulting.com.

**For more technical details about this customer success story,
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*– Robert Berckman,
Director, IT
Pep Boys*



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