



Cloud integration and AI enabled logistics

Revolutionizing Data Management with Self-Service BI

Enhanced Operational Efficiency Through Task Automation

Support Team Time Saved Monthly

160 hrs

BI License Costs Reduced By

+20%

Executive summary:

In partnership with NowVertical, Nike successfully transformed its data management landscape, implementing a Self-Service BI solution to meet dynamic reporting needs. By automating operational tasks, developing robust ETL processes, and embracing agile practices, Nike achieved significant operational efficiencies, cost optimization, and greater data control. This shift liberated its data analytics team to focus on in-depth analysis, fostering innovation and informed decision-making. Nike's journey underscores the transformative potential of modern data management, propelling the company into a new era of data-driven excellence.

Business needs:

Nike's business needs revolved around the efficient management and utilization of their extensive data resources. They required a solution that could automate operational tasks and provide timely, customizable reports to meet the diverse reporting needs across the organization. Nike sought to streamline data processes, reduce manual efforts, ensure data accuracy, and empower their teams to focus on valuable data analysis. The primary goal was to enhance data governance and establish a scalable Self-Service BI system to support informed decision-making.

Business results after implementation:

- **Operational Efficiency:** Automation of operational tasks freed up over 160 hours per month on average from Nike's internal support team, allowing them to focus on higher-value activities.
- **Cost Optimization:** By intelligently managing BI licenses based on actual usage, Nike reduced annual costs by 20%, ensuring a better distribution of resources.
- **Data Control:** Nike gained greater control over data consumption, breaking down information silos and ensuring data was always available through various analytical models.



**Harnessing the power of data assets to stay competitive, and innovative.****Overview:**

Nike, a globally renowned leader in sportswear and accessories, required a robust and scalable data infrastructure supported by effective data governance to ensure timely access to critical information. Nike's Data & Analytics regional offices partnered with NowVertical to enhance their data management, modeling, and utilization of transactional and operational data, ultimately enabling data consumption across all functional areas of the company. The primary objective was to implement a Self-Service BI solution to meet the dynamic reporting needs of the organization.

Situation:

Nike faced the challenge of efficiently managing and utilizing its vast amount of data, which was stored in various systems across the organization. The need for timely, customizable reports with varying levels of information required a solution that could automate operational tasks and provide data access when needed. Nike recognized that the Self-Service BI model was the ideal solution but required a highly qualified development team to integrate data from diverse systems and ensure seamless information access for functional units.

Approach:

NowVertical engaged with Nike to address their data management challenges and implement a Self-Service BI solution. The key components of the approach included:

Survey of Business Needs

A comprehensive assessment of Nike's operational tasks and reporting requirements was conducted.



This step laid the foundation for developing a Self-Service BI solution tailored to Nike's specific needs.

Automation of Operational Tasks

NowVertical focused on automating routine operational tasks, reducing manual efforts, and streamlining data processes. This enabled Nike's teams to shift their focus from mundane tasks to data analysis.

Development of ETL Processes

Robust Extract, Transform, Load (ETL) processes were developed to efficiently extract data from various systems, transform it into a usable format, and load it into the reporting platform. This ensured data accuracy and consistency in reports.

Support for Incident Resolution

A responsive support system was established to promptly address any issues or incidents related to the Self-Service BI platform, ensuring uninterrupted access to critical data.

Implementation of Agile Practice

An agile development approach was adopted to facilitate continuous improvement and adaptability to changing business needs. This iterative process ensured that the Self-Service BI solution remained aligned with Nike's evolving requirements.





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Outcome:

The collaboration between Nike and NowVertical resulted in significant positive outcomes:

Operational Efficiency: Automation of operational tasks led to substantial time and resource savings for Nike's strategic teams, allowing them to focus on more value-added activities.

Cost Optimization: Nike achieved better cost control by intelligently managing Microstrategy licenses based on actual user roles and attributes. This optimization led to cost savings for the organization.

Data Control: Nike gained greater control over data consumption, ensuring that the right stakeholders had access to the information they needed, enhancing data security and compliance.

Enhanced Focus on Analysis: By eliminating manual tasks, Nike's data analytics team was freed from routine data management duties, enabling them to concentrate on in-depth data analysis and insights generation.

In conclusion, Nike's partnership with NowVertical successfully transformed its data management and reporting capabilities through the implementation of a Self-Service BI solution. This initiative not only improved operational efficiency and cost control but also empowered Nike to harness the full potential of its data assets to drive business growth and innovation.

