

Cape Union transforms merchandising with Brandivio Analytics to keep ahead of the digital curve.

90%

Improvement in
Omni-channel visibility

100 HOURS

of manual data solved

INSTANT ACCESS

to key design and
category trends

GROUP WIDE

source of merchandise
performance truth

The Cape Union Mart Group is one of the great South African retail success stories. Having been founded in 1933 by the late Philip Krawitz Sr who opened the first store in the center of Cape Town, it built its name on quality merchandise & an unwavering focus on customer service. Today the Group is the custodian of multiple brands & chains with 300+ stores across South Africa, Namibia & Botswana. It is at the cutting edge of garment technology & is the market leader in many categories with its own brands.

The Group has spent the last number of years bringing excellence to its Group IT capabilities where it has implemented best-in-class global merchandise systems to further enhance its ability to execute at the highest level. In spite of this, merchandise analytics & reporting continued to be a challenge that needed automation & access to intelligence.

Why Brandivio?

- 1 Manual Data Preparation:** Planners spending up to 80% of their week manually preparing data.
- 2 No Access to Visual Analysis:** Visual elements, such as product images, had to be pulled separately, and manually added into spreadsheets for key reviews and analysis.
- 3 Spreadsheet metrics:** Critical performance metrics were being built in spreadsheets, consuming time and impacting trust of key measures.
- 4 Lack of Omni-Channel Visibility:** Separation of e-commerce and retail inventory systems impacted channel sales tracking and e-commerce strategy improvement.



The impact

- 1 Productivity Gains:** Brandivio Analytics dramatically reduced manual data prep for key meetings and reviews. *"With Brandivio Analytics that amount [manual data preparation] has been reduced by 75%. Key seasonal analysis that used to take a planner up to three days to complete is now ready in under one hour."*
- Anisha Naidoo, Planning Manager
- 2 Enhanced Visual Analysis:** Brandivio Analytics's image-rich digital interface allowed buying teams to easily capitalise on design and attribute trends & patterns in sales & inventory data. Planning Executive Shelley Prinsloo noted, *"Brandivio Analytics is the ultimate tool for buyers, it's so visual. Our buying teams are really enjoying the system."*
- 3 Instant Access to Performance Metrics:** Teams now have instant access to a comprehensive set of smart performance metrics at a style, category and size curve level, empowering everyone to understand and respond to data and intelligence quickly & accurately. This has led to a business-wide shift from manual data preparation to real-time analysis.
- 4 Complete Omni-Channel View:** The Group now has one central source of truth across channels. This complete view allows for more targeted strategies for each channel as well as understanding top line channel performance, immediately.

Brandivio Analytics is now the central source of product and inventory performance across the business. With 180 active users of the cloud platform Brandivio Analytics has helped drive The Cape Union Mart Group's ability to evolve into a truly data-led retailer.

"Every team is now empowered to get into the detail to understand what's driving the business performance. Its unlocking inspiration across all departments because of the easy, digestible format."

- Natasha Holmes, Senior Buyer

"Brandivio gives us the ability to respond to trade across our channels quicker, we can easily see inventory levels across e-commerce and in our physical stores and warehouses, understand the sales trends, how they differ and develop customised online range strategies."

- Shelley Prinsloo, Group Merchandise Executive

