


Dagrofa, Ringsted, Denmark

# Dagrofa Inspires Grocery Store Managers to Play with Data

 Qlik Sense is a great tool to support better decisions. Users create new insights through exploratory play with data, trying out different perspectives and creating standard reports based on KPIs. The solution is incredibly well-structured and, above all, easy to use. To create value for the grocery store managers, BI solutions have to be as easy as child's play.

Sune Vorre, CIO, Dagrofa

## Challenges

- Create a faster and more intuitive BI tool for the end user.
- Allow exploratory play with user data.
- Scalability.

## Benefits

- Deep business insights that ultimately result in having the right goods on the shelf at the right time and at the right price.
- A solid decision support tool for Dagrofa staff, its grocery store managers and its suppliers.

## Why itelligence?

- itelligence has been partner for ten years, among other things providing service for Dagrofa's SAP solution. Dagrofa wanted to implement Qlik Sense with an experienced partner who is able to realise a complex BI project like this.

## Solution

- A BI architecture based on Google's cloud-based BigQuery, which scales endlessly and Qlik Sense, one of the most innovative BI solutions on the market.
- Qlik Sense' associative engine makes it possible to search across all data without predefined queries.
- Qlik Sense is easy to use for all users, experienced and inexperienced
- 200 users in Dagrofa headquarters in addition to users in Dagrofa's 440 grocery stores and 120 suppliers.

More Than

600

Users





### For Grocery Store Managers, BI Has to be as Child's Play

The Dagrofa grocery group scrapped its old BI solution and replaced it with a highly innovative, cloud-based BI architecture. Although the new solution is significantly faster and easier to use than the old one, the goal was to establish a stronger data foundation that inspires grocery store managers to play with their own data. This is exactly what the combination of Google's data warehouse, BigQuery, and Qlik Sense BI software enables.

The Dagrofa group operates the MENY, SPAR, Min Købmand and Let-Køb chains. The vast majority of the group's 440 stores are owned by independent merchants on a franchise basis. When merchants and Dagrofa needed more nuanced data insights, the IT department started developing a new business intelligence strategy that took into account the users' diverse and complex needs while being able to meet new requirements in the long run.

"We knew we wanted a cloud-based data warehouse that can scale endlessly and well-functioning and intuitive software that is easily accessible from various mobile devices and across platforms. If the solution is going to create value for Dagrofa users and our merchants, it has to be accessible and as easy to use as child's play", says Sune Vorre, Dagrofa's CIO.

### Infinitely scalable, intuitive and fast

With its huge processing power, the cloud-based data warehouse, Google BigQuery, can handle endless data volumes, making updates and data availability significantly faster. Qlik's in-memory technology makes data available in virtual memory,

giving significantly faster response times. In addition, Qlik Sense is equipped with an associative engine that allows searching across all data without predefined queries.

"We have chosen a very modern BI architecture that gives users even better insight into their own business", says Vorre. "Retail margins are low so it's crucial to have the right items on the shelves at the right time and at the right price. Qlik Sense gives grocery store managers a great tool to support better decisions. Users can create new insights through exploratory play with data, trying out different perspectives and creating standard reports based on KPIs. The solution is incredibly well-structured and, above all, easy to use - also on mobile devices".

### The transformation of modern retailing

Dagrofa is the first Danish retailer to choose BI architecture based on Google's cloud platform and Qlik Sense in-memory visualization. This transformative journey has required adjustments of business processes as well as mind-sets.

"Users were involved in preparing visualizations for Qlik Sense from the beginning and all through the project. They can see themselves in the final solution which is a decisive factor for its positive reception", explains Vorre.

"We chose very innovative architecture and we can see the results of this through very positive user feedback. But getting this far has also had its challenges. It's a complex project that requires us to meet many different needs and we all had to think about business data in a new way", Vorre concludes.

# Dagrofa

**Company:**  
Dagrofa ApS

**Industry:**  
Retail

**Products:**  
Procurement and sale of groceries through MENY, SPAR, Min Købmand and Let-Køb

**Number of employees:**  
200 at the head office, 440 merchants.

**Headquarters:**  
Ringsted, Denmark

**Website:**  
[www.dagrofa.dk](http://www.dagrofa.dk)