



PureApps

Customer Snap Shot

Lastminute.com improves their profitability analysis with Oracle Hyperion Essbase and PureApps

Industry: Travel and Retail
Annual Revenue: £1.6bn **Employees:** 1700
Oracle Products & Services: Oracle Hyperion Essbase

Key Benefits:

- Better insight into Product profitability
- Faster analysis within the finance function
- PureApps used as an extension of in-house support, covering holidays and absence

The Challenge

- lastminute.com required better analysis on profitability of products
- Current reporting in Excel was static and time consuming to create and distribute
- Producing the financial reports for their US parent was becoming increasingly difficult within Excel

The Solution

- Essbase System 9: Profitability Analysis and Financial Reporting cubes
- Users can drill down right to transactional SAP records from top level
- Developed in line with SAP roll out and PureApps were able to respond quickly to changing requirements
- Wanted financial reporting within Excel that was dynamic e.g. could drill down from top level P & L

The Benefits

- Implementation, training and support business partner. One stop and we take care of training, support, advice on additional development
- Better insight into product profitability
- Faster analysis within the finance function
- Used to reconcile the bookings data between the front end booking systems and SAP providing lastminute.com with the comfort of ensuring all bookings data is captured, especially during the early stages of the SAP roll out
- PureApps used as an extension of in-house support, covering holidays and absence
- Rapid response to changing requirements, fitted in with delivery timelines for SAP

Timescales

- Consultancy 105 days
- 3 Essbase applications
- Design of star schema database for SAP transactional data
- Post production support
- User & administrator training

"We really appreciate the work that you did on the lastminute.com project, especially all the post project support. Rest assured your name will be at the top of the list for consideration for future projects. Thanks again."

James M Altendorf,
 Manager, Profitability Systems

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