

About Us

At **change++** we help you achieve your business objectives by improving the way you manage information.

We work with you to develop systems that gather data more efficiently, report on it quickly, analyse it easily and present it clearly, giving your managers an immediate view of business performance.

Through listening to what you want to do and drawing on years of experience working with retail and leisure businesses, we can recommend and implement better information systems that will directly increase the value of your business.

change++

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Bay managers delighted by major relaunch of reporting using Cognos 8

Background

Bay Restaurant Group is the fourth largest casual dining operator in the UK, with three industry-leading restaurant brands comprising La Tasca, Slug and Lettuce and ha ha bar & grill. It has always rigorously monitored sales activity and the financial performance of its estate.



Having recently rolled out a new EPOS system across the estate, Bay needed a strategy to improve the delivery of management information to their operations staff, combining both EPOS and financial reporting. The launch of the latest reporting software from Cognos prompted a review of reporting provision to ensure the business was getting the most value from its investment in systems. Bay turned to **change++** for recommendations as the company has worked with Bay for several years, understands the business's people and processes and its key drivers.



Solution

Cognos 8 Business Intelligence was selected as the most appropriate solution to meet Bay's brief as it can combine information from across the company and deliver an immediate, personalised view of business performance to managers. Bay already had Cognos PowerPlay Web and Impromptu Web Reports licences, so they were able to migrate these to Cognos 8 licences for a small fee. Working closely with **change++** Bay was able to implement the reporting technology very quickly. *"The pilot was very well planned and executed, and we were able to move to a live system in less than two months,"* said Hazell West, Bay's Head of IT.

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Specifically the new reporting system provides:

- One point of access for all staff for all reporting
- The ability to hook up to existing Bay databases in situ
- The ability to combine data from different data sources in one report
- Simple reporting for operations managers with drill through to appropriate reports
- Flexible reporting for analysis users at head office



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Bay operations managers are able to access all the data they need to understand the performance of outlets within their territory, and how their territory is performing relative to others. Dashboard displays provide summary information, and managers can drill further into the data to focus on specific areas of the business, depending on their current business objectives.

Performance in these areas can be measured quickly and easily allowing action to be taken immediately to address any issues that are identified. Analysts can create their own ad-hoc reports using simple web-based tools and expert users at Bay can design reports for publication on the Cognos 8 portal, giving Bay control over the system and its contents.

Benefits

Feedback at the training sessions for area managers was unanimous;

“this is so easy to use and gives me information I couldn’t access before...”

“the system’s really intuitive, so it’s very simple to navigate...”

“...I can’t believe I can see so much detail so quickly that is completely current”

According to Hazell West, *“This relaunch provides our area managers with all the data they need to drive performance within their regions. It is easy to access, easy to use and totally up to date, so managers know exactly what is happening in the business at any time. We’re pleased to deliver such an effective reporting environment.”*