

# Smartphoto Group



## CASE STUDY

### Company

Smartphoto group

### Industry

Retail & CPG

### Uses of CCH Tagetik

- CCH Tagetik for consolidation, management reporting, planning, budgeting & forecasting
- Coaching by CCH Tagetik partner element61

### Key Facts

- Active in 12 European countries
- Turnover: approximately 50 million euros a year
- 250 full-time employees
- > 500 different photographic products
- Top 5 photo producers in Europe
- >1 million unique visitors a month
- Sends > 1.5 million parcels a year, on top days as many as 30,000

"CCH Tagetik cloud is much more user-friendly than our previous consolidation & management reporting system. It really was made to make things as easy as possible for the end user."

**Geert Vagenende** CFO, Smartphoto group

### The Challenge

Analog photographs on reels of film are virtually a thing of the past. The arrival of digital cameras and mobile phones drastically changed the photographic landscape. Smartphoto group seized this transformation of the industry with both hands to change its business model. The organization used to have Spector photo shops in every village in Belgium. Now, Smartphoto has become a successful e-commerce company selling over 500 different photographic products. So it was high time to also address the IT systems, including the CPM system (corporate performance management).

The configuration of the outdated SAP BPC software was no longer aligned with the changed reporting requirements of the new business model, asking for a different set of reports and analysis. Digitization had also left Smartphoto with a surplus of user licenses. But downsizing was not possible. Moreover, internal and external stakeholders without a direct SAP BPC access were not able to browse the BPC report contents. So Smartphoto and their Business Analytics consultancy partner element61 started looking for a new CPM solution that would support the business processes more effectively.

### The Objectives

The key objective of this project was the replacement of the existing CPM solution. The current digital era demands - and supplies - a different kind of information. The shift to online, for example, has produced a lot more different data, both internal and external data as well as big data. This offers finance the opportunity to make more comprehensive and detailed analyses and reporting models.

In addition, Smartphoto was looking for a system that they could easily adjust themselves, so that it would not need the IT department for maintenance and modifications. The new system did not necessarily have to be a SAP solution, as the employees had to learn a new way of working anyway. However, it had to be possible to integrate it seamlessly in Smartphoto's SAP environment. Moreover, the new CPM solution had to run in the cloud, for reasons of flexibility and accessibility.

## Requirements

- Additional and more flexible reporting models and analysis
- Fewer user licences
- Minimal IT support and self-service oriented system
- Cloud solution

## Benefits & Results

- Cost savings due to fewer users
- Easier reporting
- Flexibility due to user-friendliness: Smartphoto is no longer dependent on the IT department for modifications to the system
- Reports can easily be shared with others, even if the recipient does not have CCH Tagetik software

"It's an all-in-one system. Flexible and modular, allowing us to easily make adjustments ourselves. The combination with element61's coaching model made CCH Tagetik the best choice for us."

### Els Eeckhout

Group controller, Smartphoto group

## The Solution

Smartphoto asked CCH Tagetik's partner element61 for help in their search for a new CPM solution. Both parties already had a longstanding history of collaboration enabling element61 to provide effective advice in Smartphoto's solution search. Three possible solution alternatives were investigated more closely. CCH Tagetik's cloud solution proved to be the best choice because of its flexibility and ease of use.

For the implementation project, element61 made a realistic estimate of the required hours and the associated budget. The project proposal provided assistance in the setup of data structures and reports, training and more specifically coaching of the future key users during the subsequent implementation steps. element61 trained users and shared knowledge, allowing Smartphoto to be responsible and in control of the majority of the implementation tasks as well as the subsequent administration and maintenance. This was one of the key requirements and was made possible, because CCH Tagetik is a modular and flexible system, aimed at ease of use.

## The Result and Benefits

The new CPM environment has several benefits for Smartphoto. The main benefit is that key users can easily make modifications to the CPM environment, as a result of which Smartphoto is much less dependent on the IT department and external consultants for modifications to the CPM solution. The new CCH Tagetik solution is also quicker, more user-friendly, much more aligned with the evolved business and reporting requirements. It is also possible to compose all reports and report models needed for the current business, while all stakeholders can access and share reports.

## About Smartphoto group

Smartphoto group is a listed company active in B2C e-commerce in twelve European countries, focusing mainly on consumers. The company produces over 500 types of affordable high-quality photographic products, such as photo books, photo cards, photo calendars, photos on canvas and photo gifts. Turnover totals over 50 million a year. The company employs 250 FTEs.

## About element61

element61 is the leading consultancy agency with the most experienced team in Business Analytics, Performance Management, Data Science, BI & Data Warehousing in Belgium. Eleven years after its establishment in 2007, the company currently has 50+ senior consultants with 13 years of experience on average in Business Analytics. element61 works for over 40 renowned customers every year, realizing a turnover of more than 8 million in 2018. element61 became part of Moore Stephens Belgium in 2016.

## About Wolters Kluwer | CCH Tagetik

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