2013 SAP AG or an SAP affiliate company. All rights reserved.

SAP AG, Walldorf, Germany | Used with permission.

Groupe SAMSE: Improving Marketing, Risk Prevention, and Inventory Forecasting with the SAP® InfiniteInsight® Solution

Whether embarking on a major development project or fixing up a private home, contractors and do-it-yourself homeowners in France rely on tools, materials, and personalized advice from Groupe SAMSE. With the SAP® InfiniteInsight® solution, Groupe SAMSE can build predictive models to analyze and leverage huge amounts of customer data gathered every day. With a 220% increase in marketing campaign responses, Groupe SAMSE is clearly offering customers exactly what they need.

Predictive models help build customer understanding

Groupe SAMSE leverages Big Data with SAP® InfiniteInsight®

Objectives

- Boost marketing campaign performance, risk prevention, and inventory forecasting across 25 brands and 290 sales outlets
- Analyze terabytes of data on over 300,000 loyalty cardholders and 30,000 enterprise customers each day
- Build and analyze a 360-degree view of both business-to-business and business-to-customer relationships
- Update predictive models weekly, rather than monthly, to ensure timely predictions

Why SAP

- Reusable and easily modifiable analytic records with the SAP® InfiniteInsight® solution
- Creation of predictive models that enable inventory forecasting for over 75 product stockkeeping units and credit score analysis to predict the risk of customer nonpayment

Benefits

- Response rate to direct marketing campaigns up by 220%
- Predictive models that require just a week, rather than months, to update
- Balance between systematic and flexible exploration of daily data across group brands using predictive models
- Early-warning system for individual customer construction projects, enabling personalized product recommendations in near-real time across multiple customer-facing channels, including retail outlets, call centers, and sales

Future plans

- Continue to grow the customer base through an accurate understanding of customer behavior
- Pursue a strategy of business improvement using the latest in enterprise technology

"SAP InfiniteInsight has helped uncover dependable patterns and insight that were previously unattainable."

Corentin Jouan, Head of Business Intelligence, Groupe SAMSE

Company
Groupe SAMSE

Headquarters
Grenoble, France

Industry
Retail

Products and Services
Distribution of building materials and tools

Employees
5,000

Revenue
€1.138 million

Web Site
www.groupe-samse.fr

28970 (13/12) © 2013 SAP AG or an SAP affiliate company. All rights reserved.

©2013 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark for additional trademark information and notices.

The Best-Run Business Run SAP™