AutoZone shifts into high gear
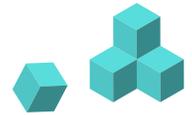
90k
employees reap benefits of self-service reporting

1,500
vendors can manage inventory and optimize

1 million+
requests for data per day with sub-second response time to all users

Challenge

Today's brick-and-mortar retailers need nimble information systems to compete with online competitors.

Market-leading companies, such as AutoZone, depend on analytics to tighten their supply chains, automate in-store operations, improve merchandising activities, and predict market trends. AutoZone has a long tradition of technical leadership, and analytics guides the firm as it uses ibi analytics platform.

Solution

"On an average Monday morning, WebFOCUS [part of ibi's analytics platform] typically handles more than one million requests for information, with sub-second response time to our entire user community," says the IT manager at AutoZone, who is responsible for two large enterprise analytics platforms supporting approximately 90,000 employees at more than 6,000 stores – where everyone uses ibi.

AutoZone attributes its success to its ability to provide customers with the right parts at the right prices. Each of its stores carries an extensive line of parts for cars, sport utility vehicles, vans, and light trucks, including new and remanufactured hard parts, maintenance items, and accessories. Many stores also have a commercial sales program that provides commercial credit and prompt delivery of parts and other products to local, regional, and national repair garages, dealers, service stations, and other accounts. The company also has an active online presence.

Each AutoZone store uses ibi dashboards to access and drill into operational data. The IT department can control the data on the ibi analytics platform servers, while AutoZoners throughout the organization can help themselves to the information they need.

Benefits

Recently, AutoZone embarked on a big data initiative to stay abreast of how its fleet of 12,500 delivery vehicles are performing. Sensors on AutoZone's commercial delivery vehicles convey real-time information on each vehicle's location and speed, along with a wide range of service metrics. Raw telematics data is stored in Oracle for analysis,

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AutoZone

Industry: Transportation & Logistics

Headquartered in Memphis, Tennessee, AutoZone is the leading retailer and distributor of automotive replacement parts and accessories in the U.S., Mexico, and Brazil.

in conjunction with other enterprise information. Analyzing this information with the ibi analytics platform enables the company to monitor driver habits and predict maintenance intervals.

"We are identifying potential safety issues and other variables to help us minimize risk. Knowing where each vehicle is in relation to our inventory helps us optimize our dispatching activities."

Analyzing Internet of Things (IoT) data is just one of many examples that reveal how AutoZone is data-driven. Other important analytics applications include:

- **Sales Performance** – Point-of-sale data from the entire store network is loaded into a repository at headquarters. Authorized users can query that repository to look at sales information and make daily, weekly, and monthly comparisons

- **Inventory Tracking** – Store managers, operations personnel, and senior staff in the store support center receive information from ibi ReportCaster by email each morning

AutoZone also developed a self-service merchandising portal that enables 1,500 vendors to manage their inventory, see which products are selling, and optimize the merchandise mix. An embedded security architecture ensures that each vendor can only access data about its own products. Some vendors also use this portal to extract their supplier data and load it into their own information systems for processing.

The company helps its vendors prepare for spikes and avoid shortfalls, so they can carefully monitor demand and plan accordingly. For example, if a certain region of the country is experiencing inclement weather, AutoZone ensures it has plenty of cold-weather batteries, wiper blades, and similar items on hand in those locations. Its vendors can now monitor demand and stay ahead of customer needs.

AutoZone plans to use ibi RStat to apply predictive analytics to perennial retail problems. Eventually, the company will also leverage the tight integration between ibi's analytics platform and the Esri geographic information system to allow closer monitoring of regional stores from headquarters.

Technology used

> WebFOCUS

> ReportCaster

> InfoAssist

> RStat

> Professional Services

>> **"WebFOCUS [part of ibi's analytics platform] reveals operational metrics on demand, while also serving users in the field."**

IT director, AutoZone

About ibi

ibi is a data and analytics software company that embeds intelligence into — everything. From the beginning, ibi has known the importance of data and insights to make better decisions. We help organizations get their complex and disconnected data in order, so they can build, embed, and automate intelligence into everything they do. By preparing organizations for the future and turning them into builders – information builders – everyone can use enterprise trusted data at scale to drive their growth. Whether our customers use pre-built applications or build their own solutions for their data and analytics challenges, ibi powers their innovation and reinvention. ibi's open platform and industry-specific building blocks accelerate speed to market, improve operational efficiency, and enhance their customers' experience.

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