CASE STUDY

CITY FURNITURE

www.cityfurniture.com

Industry

Retail

Profile

City Furniture is a Florida based retailer on a mission to change the way people live, with beautiful home furnishings at incredible value. City Furniture was founded in 1971 as Waterbed City, founded by Kevin Charles, and over the years the company has evolved into a leading furniture and home accents destination. Today, City Furniture represents both the City Furniture and Ashley Furniture HomeStore brands and has grown to have 16 City Furniture locations and 13 Ashley HomeStore locations throughout the state of Florida. With planned expansions throughout Southeast, Southwest, and Central Florida, City Furniture is a business focused on fast growth and exceptional service.

City Furniture Leveraged the Denodo Platform to Establish a Logical Data Fabric in Support of a Digital Transformation

City Furniture, a Florida-based retailer, is on a mission to change the way people live—with beautiful home furnishings at incredible value. That mission required that the company undergo a profound digital transformation.

Business Need

City Furniture, an online retailer with a chain of physical stores in Florida, started out as a small family business that has grown to reach annual sales of $1 billion. While the company has been experiencing rapid growth, it encountered challenges with slow, inefficient data management technologies. The company's extract, transform, and load (ETL) processes had high resource requirements and were slow to implement, so they impeded many important data initiatives.

In addition, City Furniture's operational and sales data systems were decentralized from the data in the transactional systems. This made it difficult to perform advanced analytics and understand operational issues such as scheduling orders, delivery delays, and returns. To grow, City Furniture needed advanced analytics to gain more visibility about deliveries, scheduling, and routing orders, and to better prepare the sales team to deliver orders. The company needed a centralized data source to provide accurate data to different teams such as sales, marketing, supply chain, and business operations, to help them make faster decisions.

Also, when the industry struggled during the pandemic, even though resources were limited, City Furniture went on the offensive and tried to pick up additional market share, and to achieve that, the company wanted to bring about a cultural shift in the company that would bring data to the forefront of the business operations and decision making.

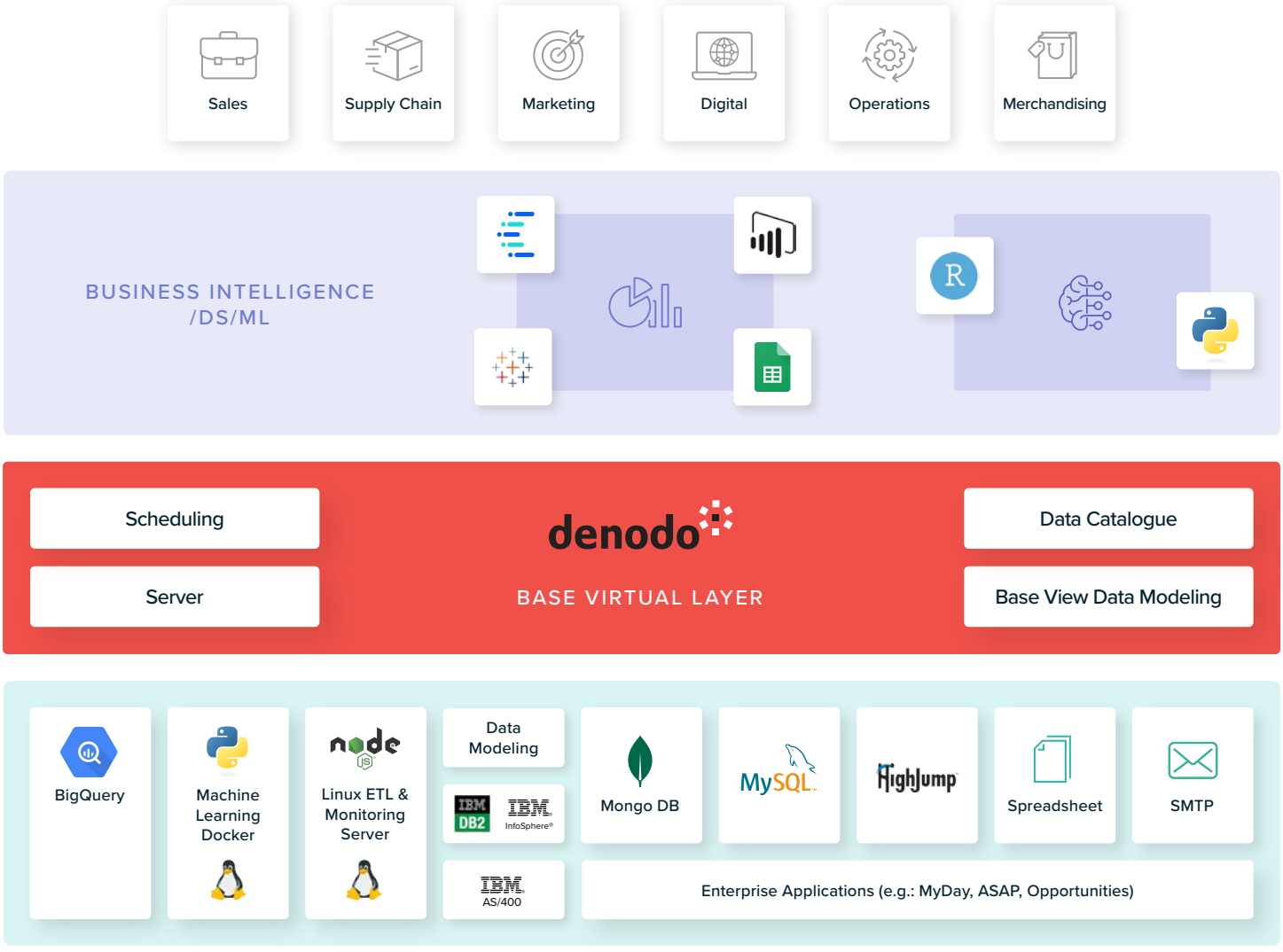
The Solution

City Furniture decided to embrace data virtualization, a modern data integration and data management technology that can establish an enterprise-wide logical data fabric. City Furniture integrated the Denodo Platform, a data virtualization solution, into its data architecture as the highest-level data layer for all analytics and operational systems. City Furniture connected all data sources, from basic flat-file Excel spreadsheets, to cloud databases, to a legacy IBM iSeries server platform, to the Denodo Platform's virtual layer.

With the Denodo Platform established over the profusion of data sources, City Furniture was able to virtualize all the sources and create a universal semantic layer. Today, this data layer serves as the single data delivery layer for all analytical (Cognos BI and Power BI) and operational applications accessed by the various departments across the company.

For the first time, City Furniture was able to centralize Google Analytics data with data from transactional tables, enabling a far greater number of web insights. City Furniture used BigQuery to build a data modeling hub and then connected those data models to the Denodo Platform to integrate data with transactional systems, which enabled the company to generate automated reports. This helped City Furniture to better understand online sales channels and generate more online revenue.

On top of the virtual layer, City Furniture did data modeling, built APIs, and used the Denodo Platform's cache functionality to make data available to consuming applications. The ability to deliver complex data views through APIs has helped in generating advanced analytics for key strategic decision making such as in fraud detection, identifying stock positions, and analyzing available and out-of-stock items.



Benefits

The project enabled City Furniture to deliver 40 new reports that are full of actionable production insight, and they are driving better business decisions every day.

City Furniture's use of data virtualization and the resulting digital transformation helped the company to:

Create a standardized data access layer for all data sources, including on-premises and cloud sources

Minimize the movement as well as the effort spent maintaining user privacy and compliance

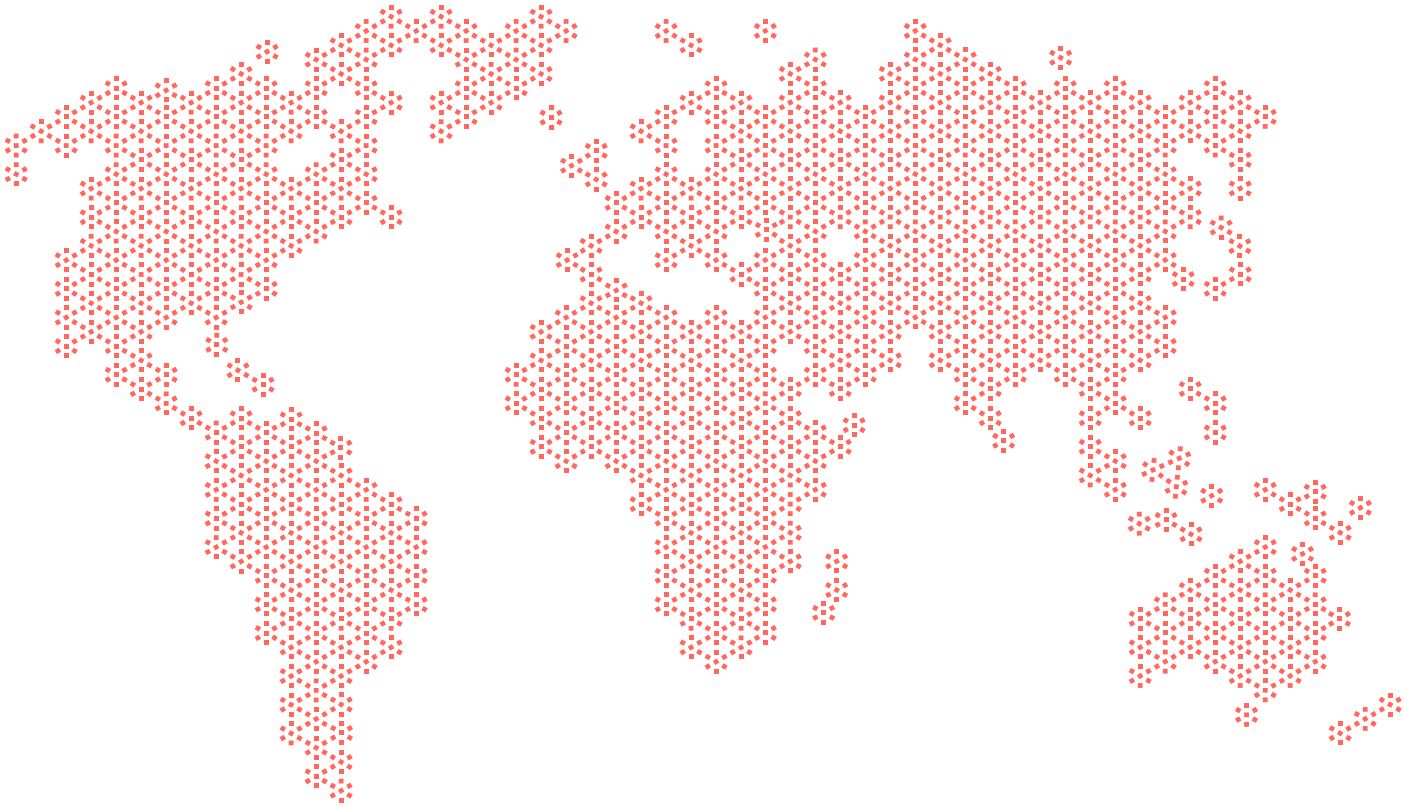
Establish an enterprise-wide logical data fabric, resulting in a deep cultural shift toward becoming a data-driven culture

Support executives, data scientists, and business users to use their BI tool of choice

Enable every function including sales, supply chain, merchandising, and operations to feed off a single source of truth

Automate DevOps, so data scientists and analysts can focus their time on rigorous analytics and building models

Accelerate data access, which, during the pandemic, helped in timing the market, picking up market share, and maximizing profits



denodo

Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

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