

How can retailers stay in tune with fast-changing consumer preferences?



Eko Music Group

is one of Italy's leading musical instrument retailers



Time-consuming month-end reporting increased the risk of stocking out of products



Deployed **IBM® Cognos® Business Intelligence** to deliver rapid, accurate operational insights



Reduces the risk of stock outs and helps boost customer satisfaction



Aims to deliver high-quality experiences on every touchpoint

96%

faster month-end reporting enables timely decision-making and smarter planning

