

Driving rapid growth through intuitive analytics

When Primark entered a phase of rapid growth, the company adopted Planning Analytics – initially on-premises, now on Cloud – as part of a broader technology upgrade. Budgeting and forecasting began as a bottom-up process using Cognos Contributor, with inputs from Retail and Central teams. As the planning process grew more complex, the decision was made to centralize and enhance it with historical trends and drivers to drive budget preparation, enabling continued growth and expansion.

Outcomes

- Planning Analytics supports over 480 stores across 18 markets
- Moving to the Cloud provided infrastructure cost savings, greater resiliency and reduced administration
- Planning Analytics Workspace Applications have enabled us to integrate our processes and enable a faster period-end close by eliminating manual adjustments

Solution components

IBM® Planning Analytics on Cloud



“Our planning process has grown more complex over recent years and Planning Analytics was the right tool to provide clarity to our budgeting and forecasting process.”

Bobby Davison

Financial Systems and BI Reporting Manager,
Primark