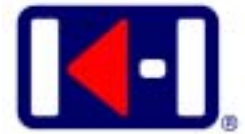


KIDS HEADQUARTERS



“WE ARE ABLE TO DRILL DOWN TO THE DETAIL LEVEL TO REALLY UNDERSTAND THE KEY DRIVERS BEHIND OUR OPERATIONS, AND AS A RESULT IMPROVE PRODUCT PLANNING.”

— KEVIN DOWNS, CHIEF TECHNOLOGY OFFICER, KIDS HEADQUARTERS

Kids Headquarters, founded in 1994, is a full-service apparel corporation. Based in New York City with offices in Hong Kong, Manila, Bangkok, and Indonesia, Kids Headquarters employs more than 550 people worldwide. Products range from newborn through adult apparel. Kids Headquarters services every major retailer throughout the United States, including Walmart, Target, Kmart, JC Penny, Sears, May Corp, and Federated Stores, via its diverse portfolio of proprietary brands, character licences, and national brands.

CHALLENGES FACED

- Data was unreliable and hard to access
- Manual manipulation of data time-consuming
- Unable to provide in-depth reports to decision makers and customers quickly

With four overseas offices running separate databases, Kids HQ’s sales and finance employees didn’t have a clear picture of the company and couldn’t properly analyze trends and forecast growth areas. Without easy access to reliable information about customers or business processes, running a lean ship was almost impossible.

“We were sometimes generating eight production reports from eight sources and coming up with eight different answers,” recalls Kevin Downs, chief technology officer at Kids Headquarters. “Our sales assistants would spend two to three days crunching numbers and then massaging the data into an Excel spreadsheet for our sales executives to analyze. But the data was never re-entered into the system and often the inventory didn’t match the numbers. We needed to build a data warehouse based on disparate sources of data and be able to mine that data for one true view of the entire organization.”

Kids HQ evaluated several business intelligence vendors and selected Cognos Series 7 based on its powerful data integration technology and its superior reporting and analysis solution.

“We had three requirements in a strategic supplier: vision for the future, immediate execution of that vision, and ease of implementation,” says Mr. Downs. “Cognos Series 7 hit all three head on.”



THE NEXT LEVEL OF PERFORMANCE™

BENEFITS REALIZED

- Faster, more accurate reporting
- Better response time for customers
- Sophisticated business planning capability supporting double-digit growth

With Cognos Series 7, Kids HQ is delivering fast and accurate reports on shipping and inventory status, improving response times to customers, and gaining improved business planning capabilities. With licensed brands that include Disney, Nickelodeon, Kenneth Cole, Reaction, Timberland, and Rocawear, Cognos enables Kids HQ to gain unprecedented insight into brand performance across all retail outlets. Sales assistants who used to spend days capturing information are now generating 15 per cent more sales appointments for sales executives.

As Kids HQ's retail presence expands, Cognos enables easy aggregation of data from all locations, giving managers a 360-degree view of operations across the company and eliminating the manual processes previously associated with this level of reporting. The solution was easy to integrate because Cognos provided all the tools necessary to get the job done right. No custom coding was required.

“With Cognos, we now have mission-critical data on product development, factory performance, inventory, and sales at our fingertips,” says Mr. Downs. “We are able to drill down to the detail level to really understand the key drivers behind our operations, and as a result improve product planning. We are improving agility and reacting quickly to changing market conditions. Cognos also enables us to raise the bar on the level of customer services and accountability that we are able to provide.”

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



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