

Profisee Customer Success: Gap

How Profisee helped the Gap achieve their Insight Driven Enterprise.

INDUSTRY
RETAIL

MDM DOMAIN
TRACKING ID



Gap Inc. is a leading global retailer offering clothing, accessories, and personal care products for men, women, and children under the Gap, Banana Republic, Old Navy, Athleta, and Intermix brands.



US\$15.8 BILLION
FY17 GLOBAL REVENUE



135,000+
EMPLOYEES



3,750+ STORES
IN 90 COUNTRIES



Challenges

Need Accurate and Timely Data Updates

- **Significant dependency on IT department** for data edits, updates and changes because **key Product and Store hierarchy data is stored** in inaccessible legacy applications.
- **Need to see store and product hierarchies rolled up multiple ways** to meet the needs of various internal teams.
- **Need central repository of product and store data** with easy access by the data stewards (those internal resources that know the data best) so they can add attributes where appropriate.



Strategy

Focus on Good Data to Drive Analytics

- Select and implement **Profisee Platform that supports both IT and business needs** and works with Microsoft stack.
- **Create ongoing data management strategy** to improve sales and financial analytics such as top tier stores based on specific criteria.
- **Create flexible hierarchies** to roll up for multiple views of product and store activity.
- **Create standardized data in a central repository** available for multiple uses across departments.



Outcomes

- **Identified and removed unclean and inconsistent data** accumulated during the prior years from the legacy applications.
- **50% reduction in manual effort to update Financial reports.**
- IT is able to respond more rapidly to the reporting and analytical requirements of the business.
- **The Product and Store teams are able to trust they are working with clean, accurate data to make the best decisions possible.**