



Applix provides a joined-up planning solution at Thresher Group with TM1® and delivers major commercial and performance improvements



independent specialist drinks retailer, operating around 2,200 shops and employing more than 12,500 people across the UK. Founded in 1989, Thresher Group boasts a dynamic management team and an on-going commitment to investment in its people, processes, property, and the long-term growth of the business. Thresher Group's leadership in the distribution of its specialist products is founded on its dedication to fast response to consumer opportunities, and generating and delivering new products and concepts quickly to the market.

Using Applix's TM1 platform to power budgeting and forecasting capabilities has provided management teams at Thresher Group with real-time specific views of business performance, delivering significant commercial benefits across the organisation.

With more than 2,000 off licences across the UK, managing distribution of stock to its stores was a significant challenge for the merchandising team at Thresher Group. Stock control and ordering from suppliers was an onerous task, with data stored on bulky spreadsheets which were difficult to manage and maintain. Thresher

Thresher Group is the UK's leading



Challenge



Group contacted Applix Partner, The Planning Factory, when they started looking for a solution.

“Quite simply, we did not have the flexibility and accessibility we needed,” commented Dominic Wyer-Roberts, Finance Systems Manager at Thresher Group. “We required a scalable, flexible solution, and from our first viewing of Applix’s TM1 platform, we knew that we had discovered an ideal answer. Using The Planning Factory’s solution, we were able to consolidate a vast amount of data into one central, manageable information point – which can now be viewed and amended by each member of the team. TM1 has provided us with an in-depth, real-time insight into sales from our 2,000 stores, and has

allowed us make predictions and calculate pre-emptive forward orders from our suppliers.”

The merchandising phase of the project went live in May 2002, and proved so successful that the solution was immediately taken up by Thresher Group’s Financial Department to power budgeting, forecasting and reporting throughout the organisation.

John Hobson Managing Director of The Planning Factory commented, “It was very rewarding to be able to produce such an immediate and lasting business benefit. TM1’s flexibility meant that we were able to react quickly to changes resulting from business pressures in other areas and to ensure that a viable



Solution

TM1

solution was delivered on time and within budget to Thresher Group. It has been especially gratifying to see the way in which Thresher Group have embraced the use of TM1 to integrate planning in disparate business units. We talk a lot about 'joined up planning' and it is always satisfying to see it in action!

Wyer-Roberts added; "As with Thresher Group's merchandising division, prior to the implementation of TM1, all budgeting and forecasting at the business was being undertaken on complex spreadsheets. Entering and maintaining data was burdensome and time-intensive for the team. Now, using TM1, staff who had previously been engaged in simply entering data into spreadsheets are free to analyse the information, spot trends and thus help to determine Thresher Group's forward looking business strategy."

Furthermore, TM1 helped satisfy the demand for an extensive number of reports from across the business, and was capable of providing detailed information on any number of variables: by product, store or identifying weekly fluctuations. TM1 allowed the Financial Department to

deliver the critical management reports needed in a much more timely manner and without having to employ additional specialist personnel to generate appropriate and accurate reports.

"A critical benefit of Applix's solution is its accessibility," Wyer-Roberts said. "As it is integrated into Microsoft Excel, we found that our staff needed very little training to use TM1 efficiently. Indeed, because the bespoke application developed with our changing needs, the team automatically felt comfortable with 'their' solution – and that it was developed specifically to meet their requirements and objectives."

"Furthermore, using TM1 means that budgeting, forecasting and reporting has become extremely swift," Wyer-Roberts added. "In the past, undertaking forecasting and budgeting meant spending a considerable amount of time sourcing and consolidating data from a number of spreadsheets. Using TM1 means that essential information on hand to manipulate and analyse immediately."

Thresher Group plans to extend its



TM1

About Applix

Applix (NASDAQ: APLX) is a global provider of Business Intelligence and Business Performance Management solutions. These solutions enable the continuous management and monitoring of performance across the financial, operational, customer and organizational functions within the enterprise. More than 1,600 customers worldwide use Applix's adaptable, scalable and real-time solutions, delivered by Applix and by a global network of partners, to manage their business performance and respond to the marketplace in real-time. Headquartered in Westborough, MA, Applix maintains offices in four countries in Europe, North America and the Pacific Rim. For more information about Applix, please visit www.applix.com



Solution

use of TM1 further, using Applix's TM1 Web to create management reports, which can be viewed and updated regularly on the Internet.

"TM1 is now an integral part of Thresher Group," Dominic Wyer-Roberts concluded. It has provided us with an accessible and

manageable centralised information source. This is a powerful business asset, and its implementation has saved Thresher Group man-power and as a result, revenue. Our continued use of TM1 is testament to our satisfaction with the solution and ultimately the results it has provided."

Thresher Group:

- is the UK's leading specialist drinks retailer with over 2,200 shops, around half of which are branded 'Threshers' - the Group's other brands include Haddows in Scotland, Victoria Wine, 'Origin' the global wine brand, Radcliffe's, built around European regional classics, and www.leapingsalmon.com
- Is a sponsor of Nectar, the UK's leading loyalty card reward scheme
- is the UK's sixth largest private retailer and the leading 'small shop' retailer, employing over 12,500 people;
- serves over 150 million customers a year;
- was originally financed by Nomura International plc, and was transferred in 2002 to Terra Firma Capital Partners I LP. This fund is managed by Terra Firma Investments (GP) Ltd, which is advised by Terra Firma Capital Partners Ltd.

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