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Case Study

Shutterfly, Inc. Optimizes Supply Chain via Incorta Analytics Integration with Oracle E-Business Suite

"Incorta is the greatest thing since sliced bread for a supply chain leader. It empowers the organization, it streamlines workflows, and it really enables employees to get to the heart of their roles and their jobs."

Josh Miller
Vice President of Supply Chain
Shutterfly, Inc.

SHUTTERFLY (INC)

Industry
Online Image Publishing

Objective
Reduce inventory-related issues and expenses by better accessing and understanding key supply chain data stored in Oracle E-Business Suite (EBS).

Why Incorta
- Seamless integration with Oracle EBS
- Implementation in only six weeks
- Fast query speeds for vast amounts of complex data
- Sub-second access to relevant insights
- Ease of use

Benefits
- Optimized inventory, with fewer stockouts and E&O expenses
- Streamlined exception management workflows
- Improved supply chain planning processes
- Less time spent running manual reports
- Visibility for executive team into supply chain metrics
- Strong platform for future analytics needs

Helping People Share Life's Joy

Shutterfly, Inc. is the leading manufacturer and digital retailer of high-quality, personalized products and services in the online image publishing market. Its family of lifestyle brands—Shutterfly, Tiny Prints, Wedding Paper Divas, BorrowLenses, and Groovebook—help consumers share, print, and preserve their memories in creative, innovative ways by leveraging a technology-based platform and manufacturing processes.

Inaccessible Oracle EBS Data Causes Huge Inventory Issues

In the competitive online image publishing space, Shutterfly supply chain buyers and planners need to focus their time each day on the highest-priority items requiring attention—items which often relate to inventory issues such as stockouts and "excess and obsolete (E&O)" inventory.

Shutterfly wanted to optimize inventory and understand data in real-time; yet Shutterfly found it difficult—if not impossible—to access and understand key inventory data points stored in Oracle E-Business Suite (EBS). Shutterfly's buyers and planners spent hours each day running reports on data from EBS, then combining them together, in a futile attempt to gain up-to-date insight into their inventory. This hodge-podge reporting mix of Excel spreadsheets and Oracle tools was inefficient and unreliable.

Shutterfly knew it needed to build automated exception workflows and dashboards into its procurement practice in order to meet its lofty goal of reducing stockouts by 50 percent by Q4 2018. "We needed to go from reactive to proactive," said Josh Miller, vice president of supply chain for Shutterfly. "The right technology would help us build a workflow our buyers and planners could use to guide them through their day."

Speed and Easy Ongoing Iterations Key Reasons for Incorta Analytics Selection

After thoroughly evaluating several competitive products, Shutterfly chose no-data-warehouse pioneer Incorta as its supply chain analytics solution.

Several key differentiators clinched Shutterfly's selection of Incorta as the platform to analyze and understand its Oracle EBS data. With Incorta, they could implement quickly—only 2-6 weeks after purchase according to Incorta's estimate, a very condensed timeline compared to other options.

Shutterfly also was impressed by Incorta's unmatched query speeds. "[Query] speed is important because without it—and what we've experienced is—business users give up on asking the hard questions and give up on trying to get information to inform their decisions," Miller said.

Incorta's ease of use also differentiated it from other contenders. Its clear, clean dashboard is easy to manage internally, and the platform enables fast, easy report creation and modification. "What appealed to me most about Incorta in the beginning was the ability to make changes quickly throughout the process, without having to define upfront everything we wanted," said Rachel McCutcheon, director of supply chain management and procurement at Shutterfly. "Incorta really delivered on that. We've gone back and added a lot of things we didn't originally think about, and it was very quick and painless."

"Ultimately we picked Incorta because of the speed of implementation and the opportunities we saw for future growth," McCutcheon said.

> "Before Incorta, buyers and planners on my team spent hours every day running reports. Now, we can get that information from Incorta in less than a second."
>
> **Rachel McCutcheon**
> **Director of Supply Chain Management and Procurement**
> **Shutterfly, Inc.**

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Fast, Easy Access to Up-to-Date EBS Data Drives Supply Chain Efficiencies

Using Incorta, Shutterfly—in only six weeks—was able to insert streamlined exception management workflows into its supply chain processes in order to reduce stockouts and E&O expenses. "I'd say [Incorta] is at least half the [implementation] time of any other experience I've encountered," Miller said. McCutcheon concurred, adding, "I don't think there's been any other technology project I've worked on where we've been up and running so quickly."

Now, dashboards displaying EBS data direct Shutterfly buyers and planners to their highest-priority activities at any given time. "Incorta has helped solve that business problem even though we only just recently launched," Miller explained. "We've already built out numerous dashboards very applicable to what needs attention, that direct buyers and planners to specific things that guide them through the day."

One of the key metrics Incorta enabled Shutterfly to develop is "Days on Hand." Days on hand, explained McCutcheon, "really enables the business users to prioritize which part numbers need to be addressed and helps them avoid any future stockouts, which helps our customers."

With Incorta, buyers and planners spend less time manually running and combining reports for Oracle EBS data, and more time understanding key data insights. EBS-sourced supply chain information previously available only after hours of manual compilation now is readily accessible in only seconds. "Before Incorta, buyers and planners on my team spent hours every day running reports. Now, we can get that information from Incorta in only seconds," McCutcheon said.

Incorta's ease of use also drives increased proactivity at Shutterfly. "Prior to Incorta, we essentially waited until we found a fire. But it took a fire to get our attention," Miller said. "With Incorta, we're able to get ahead of things that might need attention down the road and mitigate issues before they become fires."

Shutterfly credits Incorta with giving its leadership team more visibility into its supply chain opportunities and challenges. "Incorta has enabled our leadership team to really get a picture of what's going on in the supply chain business," McCutcheon said.

Miller concurred, "There are a lot of things that happen in supply chain. It's tough as a leader to keep your thumb on everything, particularly without reporting. Incorta's going to help me better understand how my organization's keeping up."

Shutterfly also credits Incorta with igniting in its organization a renewed appetite for data access and investigation. Buyers and planners aren't limited anymore to outdated information available in inflexible, legacy reports—they easily can build new reports or adjust existing ones, to answer any new questions or address any new needs that come up.

"Incorta is bringing new value to our Oracle investment," Miller said. "It makes getting that value out of our Oracle investment so much easier—it just brings all that information you need to make good decisions to the forefront, right in front of your team."

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Shutterfly also appreciates Incorta's customer-first working relationship. "Working with Incorta has been absolutely great. The dedication to our success throughout the course of the launch was phenomenal, better than anybody we've experienced so far," Miller said. "I honestly can't say enough good things about the service we've received. I'm blown away by what we've already accomplished, and the capabilities my team has to manage their own needs and work. So far, it's been the best money I've spent."

Future Plans

Shutterfly plans to expand Incorta beyond Oracle EBS in 2018, to other areas of its business. "We want Incorta to be our go-to reporting solution for all our analytics needs," McCutcheon stated.

For example, they plan to integrate Incorta with Shutterfly's Teradata-powered data warehouse—where its demand planning information is stored—then create production dashboards that help manage Shutterfly's external manufacturing network. This way, both Shutterfly partner managers and the partners themselves can view the partners' production status at any point in time, with both viewing the same, up-to-date data.

"Incorta is a very unique and powerful platform that can solve all of your reporting needs," McCutcheon summarized.

Miller agreed, stating, "Incorta is the greatest thing since sliced bread for a supply chain leader. It empowers the organization, it streamlines workflows, and it really enables employees to get to the heart of their roles and their jobs."

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