

Supply Chain Optimization at Shutterfly

Incorta powers rapid queries of complex inventory data, integrated with Oracle E-Business Suite.

Enabling instant access to data insights improves supply chain planning processes.

As the leading online image publishing manufacturer and digital retailer, Shutterfly needs its buyers and planners to focus on the highest priority activities—which often relate directly to key inventory issues, such as stockouts and excessive and obsolete (E&O) items.

But with key inventory data points stored in Oracle E-Business Suite (EBS), the procurement team was spending hours each day running and combining reports to try and gain up-to-date insights into inventory needs. Using a mix of Oracle reports and Excel spreadsheets was inefficient and unreliable, leading to inventory stockouts and unnecessary expenses. To meet its lofty goal of reducing stockouts by 50%, Shutterfly needed a solution that integrated with Oracle EBS to manage enormous amounts of data and give buyers easy access to the information they need to plan efficiently.

With Incorta, Shutterfly has the ability to analyze and understand Oracle EBS data more efficiently. Business users can run queries in seconds and get accurate answers to make informed procurement decisions. It's allowed the company to shift from being reactive to proactive, streamlining workflows and reducing inventory-related issues and expenses.

USING INCORTA, SHUTTERFLY BENEFITED FROM:



Real-time insights in an instant

Incorta offers unmatched query speeds, managing a deep pool of complex data with ease and giving business users access to up-to-date inventory data in less than a second.



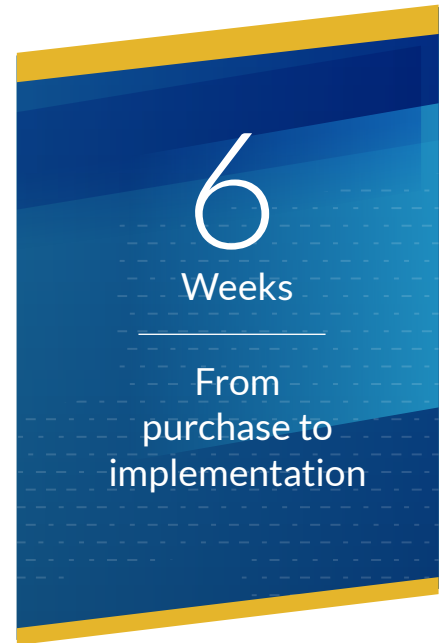
Simple, easy-to-understand reporting

With its clear, clean dashboard, Incorta is easy to manage internally and enables speedy report creation and modification, which allows Shutterfly to make changes as they go.



Fast implementation and future growth

Shutterfly was able to integrate Incorta within weeks, a significantly shorter timeline than its competitors, creating significant opportunity for future analytics needs.



"Incorta is a very unique and powerful platform that can solve all of your reporting needs. Before, buyers and planners from my team spent hours every day running reports. Now, we can get that information in less than a second."



Rachel McCutcheon
Director of Supply Chain Management and Procurement
Shutterfly, Inc.

The Challenge

Inaccessible data creates inventory issues.

Before Incorta, the supply chain management and procurement team spent hours manually compiling inventory data to figure out what part numbers needed their attention. And they usually didn't realize there was a problem until it became urgent—for example, when an item was out of stock. This not only created issues for Shutterfly's customers, it also meant buyers and planners were constantly putting out fires instead of preventing them. Lack of access to accurate inventory data also led to E&O expenses, with unnecessary stock costing the company money and space. The data lag and lack of visibility caused problems for Shutterfly's leadership, too, with rigid legacy reports hindering any real understanding of how the organization was keeping up.

The Solution

Adding value to Oracle EBS with a real-time analytics platform.

In just six weeks, Shutterfly was able to insert streamlined exception management workflows into its supply chain management processes to reduce stockouts and E&O expenses. Now, dashboards displaying EBS data direct buyers and planners to the highest-priority activities, guiding them through their day. One key metric Incorta helped Shutterfly develop is "Days on Hand," which allows buyers to prioritize parts and avoid stockouts, keeping their customers happy. Procurement teams can now run lightning-speed queries and get instant answers—which means they're able to ask the right questions, and address needs as they arise. By putting vital information right in front of Shutterfly's procurement team, it also adds value to Shutterfly's Oracle investment. The company also plans to integrate Incorta with its data warehouse to help manage its external manufacturing network.

The Results

Accelerated access to insights.

6 weeks from purchase to implementation and seamless integration with Oracle EBS, including inserting streamlined exception management workflows.

<1 second to access accurate, up-to-date inventory insights via a vast pool of complex Oracle EBS data, analyzed by Incorta.

+10 hours/week saved for the team of buyers and planners who no longer need to manually run and compile multiple reports to understand their inventory needs.

Supply chain optimization.

50% reduction in stockouts due to Incorta's metrics-driven dashboards directing Shutterfly's procurement team to priority parts and needs.

E&O expense reduction due to improved supply chain planning processes, visibility, and understanding.

Streamlined processes including automated exception management workflows enabling a proactive approach to maintaining optimal inventory levels.



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

Josh Miller
Vice President of Supply Chain
Shutterfly, Inc.

ABOUT SHUTTERFLY

As the leading manufacturer and digital retailer of high-quality, personalized products and services in the online images market, Shutterfly helps people share life's joys. Its family of brands includes Shutterfly, Tiny Prints, Wedding Paper Divas, BorrowedLenses, and Groovebook. Combining a technology-based platform and manufacturing processes, Shutterfly helps consumers share, print, and preserve their memories in creative, innovative ways.

ABOUT INCORTA

Incorta is the only Unified Data Analytics Platform powered by Direct Data Mapping. Purpose-built to help companies stay ahead of the accelerating rate, volume, and complexity of modern enterprise data, the platform delivers unmatched speed and visibility. Incorta is built with open standards and integrates with cloud-friendly tools and platforms, making it easy to consolidate data in the cloud and extract meaningful insights. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands in the world.