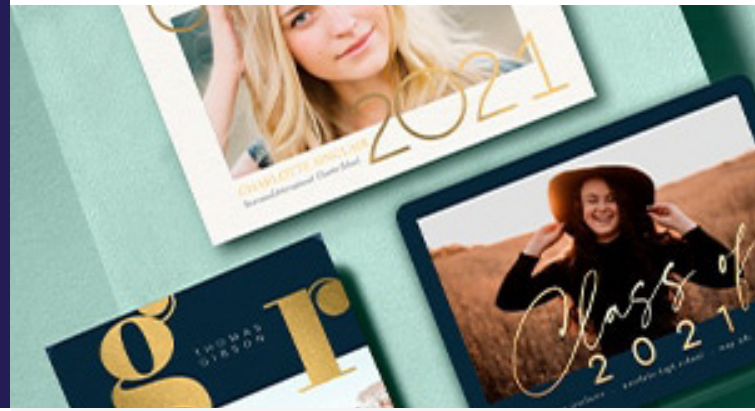


# OPTIMIZING SHUTTERFLY'S SUPPLY CHAIN WITH FASTER INSIGHTS



Incorta powers rapid queries of complex inventory data in a seamless integration with Oracle E-Business Suite (EBS).

*"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.



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

As a leading online image publishing manufacturer and digital retailer, Shutterfly needs its buyers and planners to stay aware of key inventory issues, such as stockouts and excessive and obsolete (E&O) items.

But with key inventory data points stored in Oracle EBS, the procurement team spent hours each day running reports, parsing data from Excel spreadsheets, and combining insights to get a clear view of inventory needs. This slow, complicated workflow kept the team from being agile and taking necessary action, resulting in avoidable waste and expenses. To meet its goal of

reducing stockouts by 50%, Shutterfly needed a solution that integrated with Oracle EBS to manage massive amounts of data and give buyers easy access to critical insights.

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 supply chain management and procurement team to shift from being reactive to proactive, streamline their workflows, and reduce 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, clear reporting

Incorta's straight-forward, user-friendly dashboard makes it easy to manage internally, enabling speedy report creation and modification. This 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 other solutions, creating opportunity for future analytics needs.

**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 tasks, 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**

**Accelerate access to insights.**

6 weeks from purchase to implementation and seamless integration with Oracle EBS, including inserting streamlines 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 per 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 stockout 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.

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

**ABOUT CUSTOMER**

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 data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. 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 and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.