

# Dallas Cowboys



## Challenges

- ❑ Visibility into the collective business units of 35 retail outlets, direct sales to big box and department stores such as Wal-Mart and JC Penney
- ❑ Real-time monitoring of stocking and distribution of merchandise, food and beverage operations and others right up to the owner's box
- ❑ Considering visualization to measure work performance that predicts factory shift turnaround

## Business Background

- ❑ A vision was put in place to bring all Dallas Cowboy's merchandising in house through contracted manufacturing and the Cowboy's own warehousing, distribution and direct sales
- ❑ Invested in a technology overhaul that included purchasing point-of-sale, manufacturing logistics, Web and financial systems with Microsoft Dynamics AX intended to be the font of information for unified reporting
- ❑ Teknion deployed a Proof of Concept using the Tableau visualization tool to extract production data from the Cowboy's back-end systems into a data cube for analysis

## Results

- ❑ Built the actual data cubes for analysis by the Tableau front-end tool, providing consulting for requirements gathering, data quality, and data governance functions
- ❑ Developed a data mart with its own repository and structure to perform fast
- ❑ Teknion provided a BI solution that had ease of use and self-service allowing IT to move on to new projects and avoid time consuming work building reports
- ❑ Teknion was the gatekeeper of deployment expertise and delivered on the Cowboy's projects and business goals
- ❑ Implemented an execution strategy that drives:
  - ✓ Efficiency and cost effectiveness across the enterprise
  - ✓ Maintains reliability and availability