

zoined

CASE STUDY

**WORK WORLD USES ZOINED
ANALYTICS PLUG-IN FOR NETSUITE
ERP TO TURN DATA INTO INSIGHTS**

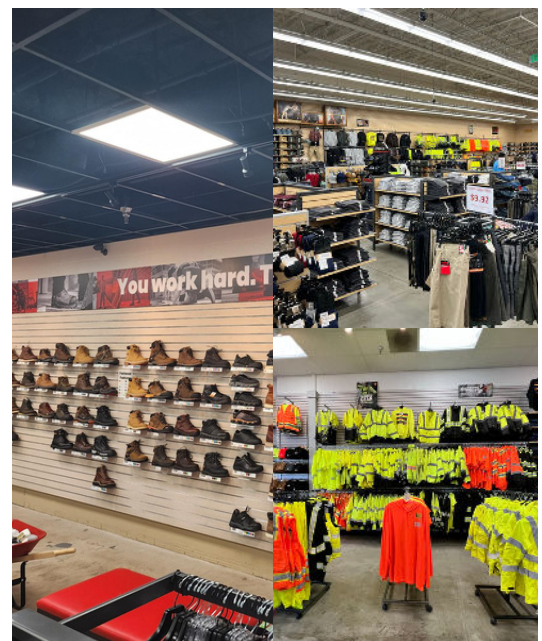


**WORK
WORLD**

Background

Work World realized that while the Netsuite ERP helps to runs its day-to-day operational processes well, the company needed a user friendly system for analytics, reporting, and dashboarding. Work World completed a broad search of available options including solutions from existing business partners and from third-party business intelligence providers.

Zoined, a SaaS company specializing in retail analytics and reporting, rose to the top of this process by being able to fulfill all the priority requirements from Work World.





Work World is the largest specialty retailer of workwear, work boots, and work gear in the Western U.S. It operates over 35 retail stores under the Work World, Whistle Workwear, and Willy's Discount Workwear brand names in California, Nevada, and Washington and online at workworld.com.


Work World's Challenge

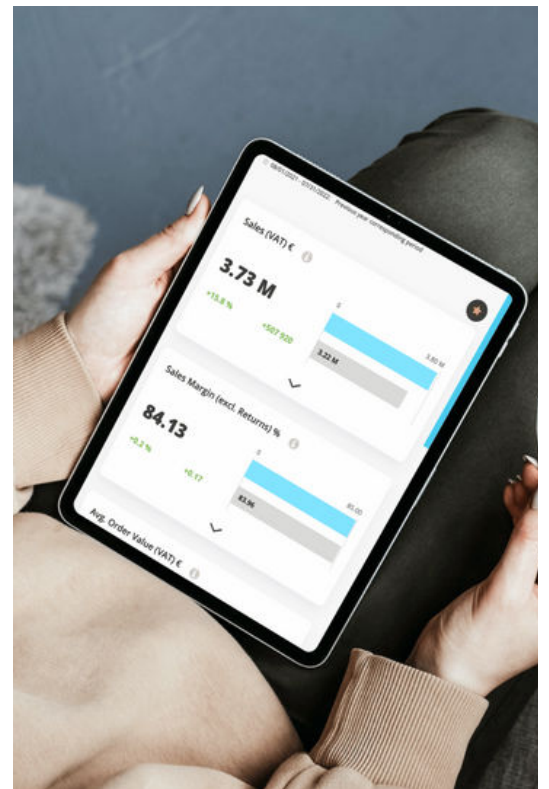
Work World faced challenges with alternative analytics providers requiring separate, expensive solutions for data warehousing. Some opted for makeshift solutions without a dedicated data warehouse, risking performance issues. Others would require expensive in-house resources to support the analytics platform.

Zoined addresses these challenges with an **integrated high-performance data warehouse**, eliminating the need for a separate data warehouse. This ensures top-tier reporting query performance, even with large data volumes.

"The inclusion of a high performance data warehouse component in the solution enables us to also integrate other data sources and ensures that reporting query performance remains high even when analyzing large volumes of data. At the top of our priority list, the user interface in Zoined is very intuitive so it is quick to onboard also non-technical end users. For example our merchandise team and operations team benefit a lot from having access to actionable shared insights and drill-down capabilities for analysis without having to learn a complicated new business intelligence tool."



Chris Hildreth
Head of Technology at  **WORK WORLD**





Zoined simplifies retail and restaurant management with user-friendly tools, offering seamless access to real-time insights. Ready integration with 50+ systems, Explore 200+ metrics and dimensions made for retail and hospitality. No upfront or per-user costs, eliminating the need for costly IT projects.

Zoined Came Out on Top

One of the most important reasons Work World chose Zoined in addition to its user-friendly interface was the control to ensure that all users are looking at the same core metrics regardless of the filters or drilldowns selected on a particular data set. Users have the ability to set up their own filters and groupings and custom dashboards without the need for technical expertise and without risk of altering the metrics and calculations for those metrics.

Chris Hildreth, Work World: *A significant advantage of partnering with Zoined is the cost-saving benefit. Work World is able to deploy the analytics solution to a much **larger user base of our team without having to purchase expensive individual user licenses.** This solution saves us a considerable amount of money since we have approximately 100 employees who need only reporting access but not access to our ERP and other core systems.*

These users include for example our store managers who require POS solution access and access to reporting, but not access for NetSuite. In addition, the quick time-to-value with easy onboarding process means time and thus cost savings for every new user, which is particularly important for a large organization like ours.




Work World's Summary

Zoined's advanced features, such as weather data integration, offers us a unique insight into our business operations. Furthermore, we appreciate the possibility of adding other data sources, such as visitor counting and workforce management data into an existing retail data model within Zoined Data Warehouse with related relevant metrics provided by Zoined out-of-the-box. This speeds up deployment of reporting and helps us gain a more comprehensive view of our operations.

We highly recommend Zoined for their exceptional product and services.

They have proved to be a reliable and valuable partner for our organization, and we look forward to a continued partnership with them. I am pleased to recommend Zoined for their exceptional services in providing business intelligence and reporting solutions.




Chris Hildreth
Head of Technology at 



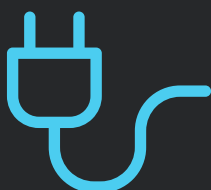
Zoined in a Nutshell

Zoined simplifies retail and hospitality reporting, cutting time and costs by replacing complex spreadsheets. Accessible on any internet-connected device, it offers quick access to consolidated real-time data without lengthy IT projects. Deployable within hours, Zoined especially suits businesses in fashion, specialty retail, food retail, coffee shops, restaurants, and wholesale.



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**PLUG-AND-PLAY
SOLUTION**



**24 HOUR
DEPLOYMENT**



**SEAMLESS
INTEGRATION**



**ON-DEMAND
REPORTING**