

KEYRUS  
insight into value



## Keyrus Management helps Maisons du Monde implement a planning platform with Anaplan

**Levallois-Perret**, 5 April 2018 – **Keyrus Management**, the **Keyrus** Group's Consulting Firm on the management and transformation of enterprises, announces that it has been helping **Maisons du Monde** implement a planning platform with Anaplan.

### A planning solution for steering business performance and supporting the Group's development

One of the objectives of **Maisons du Monde**'s Finance Department is to support the Group's development. The aim is to secure the Group's strategy of profitable growth by using more reliable reporting and planning processes. "For **Maisons du Monde**, planning challenges are mainly focused on being able to adapt and think ahead. It is about achieving greater agility and visibility, but without creating further complexity", explains **Arnaud Louet**, **Maisons du Monde**'s Administrative and Finance Director.

The planning challenge is notably characterized by the many analyses to be carried out on the two main distribution channels. On the one hand, there is physical distribution through points of sale, and on the other hand, a constantly growing e-Commerce activity that already accounts for 20% of the business. "It was important for us to have a clear understanding of these two distribution channels with, in the center, the customer, who is now common to both, since they have become resolutely omnichannel", specifies **Arnaud Louet**.

With its business spread across both the home furniture and decoration categories, this retailer carries a large number of product references that intersect with each other and can be analyzed along many lines. With this project, one of **Maisons du Monde**'s objectives was, notably, to have a single repository and give itself the tools to enable it to perform all the analyses required to steer the business and thus achieve greater legibility and clarity.

To carry out this project, **Maisons du Monde**'s Finance Department chose to be assisted by the **Keyrus Management** Firm, which was involved throughout the project on these two key phases.

### **A first stage stating requirements and helping to choose the solution**

The statement of requirements served to clarify the fundamentals of the reporting and planning processes and define the key analytical indicators and approaches required to steer the business. Up until then, the lack of both precise reporting, and indicators that were clearly shared by all concerned, had made it difficult for the Finance Department to engage with the business function experts.

**Maisons du Monde** chose the Anaplan solution, which emerged as a tool that was both easy to implement and suited to the retail sector, and offered enhanced agility with a shorter implementation time.

"Through its knowledge of the Retail sector and analytical ability, **Keyrus Management** was able to help us better clarify and structure our requirements, and, given their expertise in the tools on the market, also guide us in our crucial choice of solution", specifies **Arnaud Louet**.

### **A second stage implementing the Anaplan solution**

The implementation phase was conducted with major input from **Maisons du Monde's** Group Management Controlling team. Since Anaplan is flexible in its implementation and easily accessible to business function staff, it offers an Agile approach that puts the business user at the heart of its operation.

The approach proposed by **Keyrus Management** makes it possible to produce concrete results very quickly and give more autonomy to the business functions.

"Throughout the implementation process, we became increasingly aware of the magic of Anaplan, since we were able to combine the appropriation, training, and implementation phases in parallel with each other. The implementation was particularly fast, since, in the space of a few months, we were able to put in place the entirety of the monthly actual, reforecast, and budget reporting phases", declares **Arnaud Louet**.

### **Analyses of 300 stores and 11 countries now made possible, and to an unprecedented level of detail**

The overhaul of reporting processes and the implementation of Anaplan have been crucial in the organization of **Maisons du Monde**.

From now on, the Finance Department is able to undertake monthly performance reviews, business function by business function, of the 300 stores and 11 countries that make up **Maisons du Monde's** market, and to do so with refined levels of detail and analysis.

The environment that has been put in place makes it possible to analyze the profitability of both e-Commerce and in-store business, but also to manage development performance.

"As Finance Director, I now have the ability to back up the various operational business functions and support functions. We are now in a position to share all KPIs regularly and in a precise manner, and to have a genuine business dialogue with the different departments" specifies **Arnaud Louet**.

"**Keyrus Management** provided us with methods and processes, as well as essential expertise in defining our analysis criteria and choosing our solution. With their experts, we were able to set milestones for the project so as to maintain a good pace of execution, optimizing each stage of the deployment", concludes **Arnaud Louet**.

"We are especially pleased to have assisted **Maisons du Monde's** Finance Department with this whole project. First and foremost, because it is always exciting helping to provide the Finance Department of a fast-growing Group with the processes and tools enabling it to support the growth and be a stakeholder in strategic decisions. But also because this project is fully in line with our approach of assisting our clients hands-on in addressing their challenges by combining our business and technological know-how", adds **Valérie Frankiel**, Deputy Managing Director & Partner of **Keyrus Management**.

### **New, forthcoming applications for Financial, Operational, and HR performance management**

Anaplan still offers **Maisons du Monde** a broad and promising range of possibilities. With the reporting phases finalized, **Maisons du Monde** is now considering using the solution to deepen its understanding of the payroll for the stores and support functions, improve requirements planning in terms of logistics, and carry out a detailed analysis of the different levels of margin in the product collection.

Watch the video testimony of **Arnaud Louet**, Administrative and Financial Director of **Maisons du Monde**, [by clicking on this link](#).



#### **ABOUT KEYRUS MANAGEMENT**

---

**Keyrus Management** is the Consulting Firm incorporated within the **Keyrus** Group and it combines business know-how with technological expertise in data management. The complementary nature of these two aspects provides an edge in terms of value, and gives **Keyrus Management** a unique positioning in the consulting landscape.

**Keyrus Management** helps enterprises of all sizes - whether they be Large Accounts or small- and medium-sized companies - to meet their increased needs for rapid transformation by developing their agility and accelerating digital use. The firm is developing its activities in France and internationally, supported by the **Keyrus** Group, a specialist in Data and Digital present in over fifteen countries on four continents.

Further information at: [www.keyrusmanagement.fr](http://www.keyrusmanagement.fr)

#### **ABOUT KEYRUS**

---

##### **Keyrus, creator of value in the era of Data and Digital**

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth and competitiveness.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent

areas of expertise:

· **Data Intelligence**

Data Science - Big Data & Cloud Analytics – Business Intelligence – EIM – CPM/EPM

· **Digital Experience**

Innovation & Digital Strategy – Digital Marketing - DMP & CRM – Digital Commerce – Digital Performance – User Experience

· **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in some fifteen countries on four continents, the **Keyrus** Group has more than 3,000 employees.

**Keyrus** is quoted in compartment C of the Eurolist of Euronext Paris (Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

Further information at: [www.keyrus.com](http://www.keyrus.com)

## **PRESS CONTACTS**

---

**Agence LEWIS**

Morgane Joffredo

Tel.: 01 85 65 86 45

keyrusfrance@teamlewis.com

**KEYRUS**

Jean-Eudes Oumier

Tel.: 01 41 34 10 00

press@keyrus.com