



PRESS RELEASE

Coty Ireland teams up with M2bis for multi-dimensional sales analysis, strategic planning and reporting

Sales analysis and month end reporting cut by days

London, England, 7 August, 2006 – M2bis, providers of Business Intelligence solutions, has delivered a multi-dimensional sales analysis, strategic planning and reporting solution at Coty Ireland. Based on Microsoft Analysis Services™ and Crystal Analysis®, the application is a low cost, easily installed solution which gives Coty Ireland 100% confirmed data integrity and the means to make informed strategic decisions on its millions of records. The weekly sales analysis timetable has been reduced from four days to one, and monthly reporting and posting to the general ledger are completed on working day one.

Coty Ireland is in reality a small team of seven people, but this belies the size of the business and the market in which it operates. The company boasts over 1000 active SKUs (unique product identification numbers) at any one time and 2000 delivery points around the country. Up until 2002 the only way to analyse sales trends and generate the accounts and actual data for management and statutory purposes was to rely on thousand-page Excel reports from data that resided with its third party distribution company.

“Our systems were limited,” recalls Paul Conlon, Director of Finance and Administration, Coty Ireland. “The data from the distribution company had no information on our customers and we simply didn’t have sufficient data on which to base strategic decisions.”

On the recommendation of Coty UK, with whom M2bis has a long standing development relationship, Coty Ireland asked M2bis to propose a multi-dimensional reporting and planning solution. Preliminary explanations of what M2bis had developed for Coty UK provided the platform for discussion.

“Right from the outset M2bis showed a real understanding of our business. Their previous Coty experience was invaluable and they ensured that we kept a very realistic view of what we could replicate in our own solution,” said Conlon.

The immediate priority was to identify the appropriate server architecture and agree on the software for the end user reporting. Microsoft Analysis Services was selected as the engine to analyse all the data from the distribution company, and Crystal Analysis was suggested for its Excel reporting capabilities and Excel add-ins.

M2bis suggested a modular development approach, creating cubes initially for stock, warehousing, invoice, sales volume, and sales value by customers.

With the data from the distributor in electronic format, M2bis built the data warehouse to house weekly updated data and then provided Coty Ireland with the processes for loading the data. The first cubes took just two weeks to build and populate.

With the ability to build and maintain the data cubes remotely M2bis are able to service the Coty Ireland application in a way that is beneficial to both companies. Conlon and the team notify M2bis when an additional dimension or update is required and M2bis simply provides the details of the additional process to be run each month when the changes have been made.

Since the initial implementation Coty Ireland has developed the application to look at other elements of the business.

- Cost of goods
- Sales volumes - by merchandiser, by sales rep, by product category, by cosmetic stand-type
- Customer codes versus Coty international codes
- Multiple currencies e.g. GBP and Euro
- Foreign exchange implications
- Customised colour category analysis

Conlon concludes, "Our goal was to achieve the capacity for greater understanding. The all-important who and what - who am I selling to, and what are they buying. M2bis has excelled in delivering a solution that achieves our goal and we have safeguarded the future of the solution with their remote update facility."

Martin Draper, Director M2bis, comments, "Working closely with the team in Ireland and using our extensive knowledge of the Coty business we have delivered a completely scalable solution focussed on Coty Ireland's exact requirements in terms of functionality and, as importantly, price. By building and maintaining the data cubes remotely our service has been both efficient and supremely cost effective."

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About Coty Ireland

Coty Ireland supplies cosmetics, toiletries and fragrances to the pharmacy, wholesale and grocery trades in Ireland. Coty Ireland is part of Coty UK Ltd and Coty Inc., - one of the world's leading fragrance, cosmetic and skin care companies. Rimmel, which is the biggest brand in the country, and trademarks such as Adidas, Celine Dion, Miss Sixty, Sun Shimmer, plus a range of fragrances constitute a hugely diverse product range and customer base.

For more information about Coty Ireland log on to: www.coty.com

About M2bis

M2bis www.m2bis.com specialise in all forms of Business Intelligence, OLAP and Data Warehousing consultancy, implementation and training. Whatever your business requirements M2bis can be instrumental in the successful implementation of a business intelligence solution.

The broad range of knowledge gained by our consultants in applications such as Budgeting, Financial Reporting, Forecasting, Planning, Sales Analysis, Product and Customer Productivity to name but a few, allow us to bring real world experience, knowledge and skills to ensure the requirements of the business are achieved.

Our consultants can provide the complete project life cycle, from assessing the correct platform; data extraction, cleansing, transforming and loading to a data warehouse or data mart; through to implementation and end user training in front end client or web based Business Intelligence delivery tools.

Our clients include some of the biggest names in their field and our partners provide the market leading Business Intelligence solutions to companies for today's dynamic business environment.

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