



TOP-KNIGA
Moscow, Russia
www.top-kniga.ru

Industry:

Retail & Distribution

Annual Revenue:

US\$220 million

Employees:

7,000

Oracle Products & Services:

Oracle Enterprise Planning and Budgeting

Oracle Partner:

Deloitte.

Deloitte & Touche Regional

“Oracle Enterprise Planning and Budgeting has enabled us to dramatically improve our budgeting process and make strategic business management decisions—driving our company to improved performance and growth.” – Dmitry Kovalenko, Project Manager, TOP-KNIGA

TOP-KNIGA Re-Engineers Business Processes to Drive Performance and Support Company Growth

TOP-KNIGA is the largest retail and wholesale bookseller in Russia—operating more than 450 stores in 180 cities across nine time zones.

Challenges

- Create an effective and transparent management information system to help TOP-KNIGA maintain its leading market position and to support its aggressive strategy to double its market share and number of retail outlets within two years
- Align tangible objectives with the company’s vision to achieve new levels of performance
- Develop and implement a complex management by objectives (MBO) system, including key performance indicators (KPIs) for all management levels
- Introduce a budgeting system built on KPIs
- Create a motivation system based on KPIs and budgets

Solution

- Designed and implemented an MBO management system through Oracle Enterprise Planning and Budgeting to increase performance and support company growth
- Established effective targets for the business and all levels of management in accordance with the company’s strategy
- Implemented a dynamic motivation system, based on results achieved by individual stores
- Improved budgeting process with greater transparency, control, and speed
- Enhanced data quality, driving more accurate planning, budgeting, forecasting, monitoring, and analysis
- Improved business performance and agility through increased automation
- Controlled budgeting and maintained operational efficiency across multiple regions and business units