



As a rapidly growing company, Alfred Angelo needed a real-time approach to consolidating, viewing, and editing large volumes of multidimensional data to achieve the next level of success. Breakaway Technologies designed and implemented an easy-to-use solution that streamlined the company's annual budgeting, monthly forecasting, and monthly reporting processes through a more efficient data collection and automation system.

## Alfred Angelo Gets Hitched to TM1

Alfred Angelo is the world's leading maker of wedding gowns and bridesmaid dresses. For 75 years, the family-owned company has outfitted bridal parties in elegant, affordable designer apparel. It features 55 stores in California, Florida, Texas, Pennsylvania, Maryland, and Ohio, as well as a warehouse facility, and has more than 3,000 employees.

### Challenge

For most of its 75-year history Alfred Angelo operated as a wholesale business, but in the past five years the dressmaker has become a retail-focused operation. Going from zero to fifty-five stores in a short period of time, the company experienced rapid growth, which produced new challenges.

As a wholesale business, its financial reporting was manageable using Lawson Software's financial management product. However, as more legal entities formed with the addition of the Retail Division, the financial consolidation process became a major headache and data flow throughout the company became difficult to manage.

A great deal of Alfred Angelo's data collection, consolidation, and reporting was done manually because the Lawson system could not handle the company's new business model requirements. Monthly financial reporting was taking too long and data analysis was very time consuming. As the number of legal entities increased, the dressmaker's problems multiplied.

### Solution

Alfred Angelo determined that Breakaway would be the best team to implement Cognos TM1, which offers an Excel-integrated user interface. The company's employees can now leverage their existing Excel knowledge, while relying on TM1 to source the data. In addition, TM1 supports a RAM-based, memory-resident rules engine that allows for real-time calculations and "what if" modeling impact.



### The Breakaway Difference

- We assess processes rapidly and thoroughly, whereas the competition takes two to three months.
- We commit chief thought leaders with BOTH technology and business analysis backgrounds to each project.
- We have extensive industry expertise in Financial Services, Retail, Life Sciences, and Manufacturing.



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**Incorporating state-of-the-art business performance management and intelligence applications, as well as best-practice process solutions, Breakaway's cost-effective programs enhance any business model.**

#### Functional Expertise

- Planning, Budgeting, and Forecasting
- Closing Cycle and Monthly Consolidations
- External Reporting and Analyses
- Manufacturing, Distribution, and R&D
- Decision-Support Analytics and Metrics

#### Workshop Focus

- Reengineering and Work-Flow Analysis
- Performance Enhancement and Best Practices
- Cycle Time Reduction
- Standardization and Simplification
- Organizational Assessments and Performance Metrics
- Data Definitions and Mapping



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“Breakaway was an integral part in designing and implementing our TM1 application to help us get the right information to the right people in an easy-to-use format,” says Al Heinzmann, Alfred Angelo’s Finance Manager, “They also helped us improve our processes.”

#### Success Metrics

- Changes to the P&L can be evaluated in real time.
- Using TM1 as a centralized data source eliminates data outside the system and provides a single version of the truth.
- Automated rules calculate credit-card fees in real time.
- Company-wide forecast templates can be generated and populated in fewer than five minutes.

With TM1, the company’s data was centralized and the reporting steps were automated, giving employees the real-time capability to view and analyze data from either the store level or a consolidated, company-wide perspective. “We literally push a button and all the updates are made on all the appropriate financial statements,” says John Fogliano, Alfred Angelo’s Manager of Finance and Administration. Employees can also now run reports in Excel, a format necessary for the dress-maker’s finance operations. Today, the company analyzes data more easily with TM1. “This unique platform enables us to have a snapshot of many entities at one time, a valuable feature

With plans to continue its rapid growth at a rate of about 15 new stores each year, Alfred Angelo needed a real-time, streamlined approach to budgeting, reporting, and forecasting ever increasing volumes of multidimensional data to achieve the next level of success. So the company turned to the experts at Breakaway for help. has enabled us to conduct ‘what-if’ scenarios,” says Heinzmann. “We have more access to valuable information and are better able to make smarter business decisions to help our company continue its rapid growth pattern.” The company is seeing additional benefits on the budget side: by creating and distributing templates in TM1, the finance team is able to focus on strategic initiatives. “We now have a much more complete picture of our budget, much earlier in the process,” says Fogliano. The company is also realizing significant improvements in the forecasting process. “With TM1, ad hoc forecasts can be created in fewer than five minutes, providing the ability to create a model forecast that populates budget and actual for all of our legal entities,” he adds. Alfred Angelo is grateful for Breakaway’s level of professionalism and dedication. “All the members of the Breakaway team are extremely knowledgeable and responsive,” says Heinzmann. “They were very thorough throughout the project and provided us with excellent service.”