

# NEW **LOOK** VISION GROUP

## Adopts **Microsoft BI Stack** to **Revitalized Business Operations**

“What stands out for me is the Polestar Solutions team’s approach. These folks do not just limit themselves to operational tasks, but they bring their own ideas and thoughts into the activities.”

**Sikandar Azam, Senior Director,**  
Enterprise Data and BI, New Look  
Vision Group, Canada



# Client Overview

New Look Vision Group Inc. (NVG) is a leading entity in the **eye care industry**, boasting a robust network of nearly **500 stores** primarily operating under renowned banners such as New Look Eyewear, Vogue Optical, Greiche & Scaff, Iris, and Edward Beiner. With a **presence across Canada and select US markets**, NVG is at the forefront of innovation in eye care services.

Their **comprehensive product portfolio** includes sunglasses, ophthalmic lenses, eyeglasses, contact lenses, and frames **catering to all age groups**. In response to the evolving customer needs brought about by the pandemic, NVG introduced a groundbreaking measurement-enabled virtual try-on product. This innovation, the first of its kind globally, has revolutionized customer behavior and generated valuable data insights.

# Problem Statement

New Look Vision Group (NVG) encountered challenges stemming from scattered data analysis and manual workflows. This led to delayed reporting, operational inefficiencies, and limited real-time visibility into operations. To surpass customer expectations, meet internal stakeholder demands, and effectively manage their growing business, they procured the Microsoft BI and Power BI Stack. This powerful solution transformed their data game, eliminating manual errors, streamlining operations, and unlocking significant cost savings.

# Existing Bottlenecks

New Look Vision Group (NVG) faced several critical bottlenecks that hindered their operational efficiency and data management capabilities:

## Scattered and Siloed Data

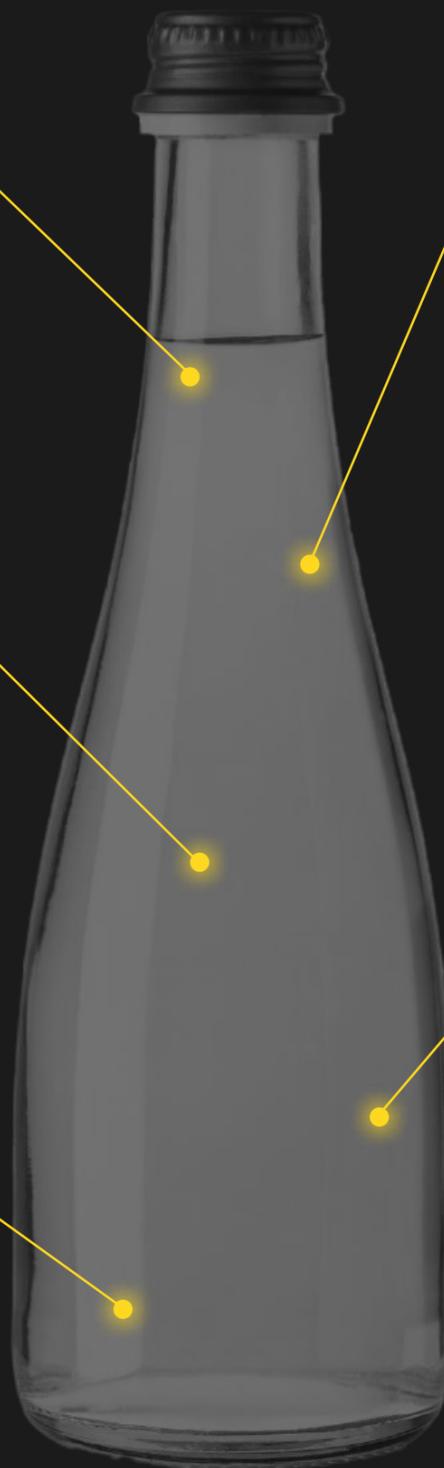
**Analysis Efforts:** Data analysis efforts were fragmented across various departments, leading to inconsistency and inefficiency. Different teams used different methods and tools, resulting in a lack of cohesive data insights.

## Inconsistent Practices Leading to Delayed Reporting:

Due to inconsistent data management practices, generating reports was time-consuming. Reports often took hours to compile, delaying crucial business decisions and limiting real-time visibility into operations.

## Prolonged Report Generation Times:

The time taken to generate reports was a significant bottleneck. Reports that were crucial for operational visibility and decision-making took hours to prepare, hampering the ability to respond quickly to business needs.



## Manual Errors and Delays in Procurement Processes:

The reliance on Excel-based management for procurement processes introduced numerous manual errors. Data entry mistakes and outdated information led to delays, affecting the accuracy and timeliness of procurement activities.

## Lack of Streamlined Operations Across Departments:

Operations across sales, finance, procurement, and supply chain were not streamlined. Each department operated in silos, which caused inefficiencies and made it challenging to have a unified view of business performance.



"We needed to standardize our data analytics efforts and eliminate siloed manual efforts to boost our productivity."

explains **Sikandar Azam**.

# Solutions Implemented

To centralized and normalize their data management system, NVG collaborated with the Polestar Solutions team and implemented the Microsoft BI and Power BI Stack, which provided several key solutions:

Established a unified data estate with strict governance and standardized rules to ensure consistency.

Set up an Inventory cube for the procurement team, enabling easy data consumption and eliminating manual errors.

Implemented Power BI for automated and self-service reporting, significantly reducing report generation time.

Introduced a hybrid model with on-premises Power BI Report Server and SaaS licenses to support various reporting needs.

Automated virtual try-on (VTO) dashboards to capture and analyze customer interactions, providing valuable insights.

Enabled remote measurement and virtual try-on services to enhance customer experience and streamline operations.



“Our new VTO dashboards were produced manually, which was time-consuming. With Polestar’s help, we were able to automate them into Power BI,”

Adds Azam.

# Results Achieved

Automated weekly sales reports from **8 hours to 5 seconds.**



Slashed manual errors by an estimated **85%.**



Remarkable **80%** surge in data integration across departments.



**Positive customer response** to the remote measurement and virtual try-on service.



Improved operational efficiency and **decision-making capabilities.**



“We realized a normalized data warehouse could act as a foundation to eliminate the inconsistencies in our data.”

Sikandar Azam