



KTOP-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

QUISTOR



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

Customer characteristics

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

Solutions

- 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 decisions
- Controlled budgeting and maintained operational efficiency across multiple regions and business units

"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

