

CLIENT SPOTLIGHT: UNIVERSITY CO-OP

MARCH 2017



The largest Austin store selling used text books, school supplies & a wide range of Texas Longhorn merchandise.

"The University Co-Op's experience with 9Gauge has been really positive.

They take a strong customer approach from my initial contact to every single member of my dedicated consulting team.

Everyone focuses on our [company] needs, makes key recommendations, and have all gone above and beyond for us."

- Cheryl Phifer

President & CEO, University Co-Op

Timeless University Symbol Uncovers Better Business Data with 9Gauge

Executive Summary

Located near the heart of Austin adjacent to the Forty Acres stands the timeless symbol of the University of Texas culture - The University Co-Op.

This non-profit organization, owned by the students, faculty, and staff of the university, maintains its lasting presence by being a forward-thinking business through the leadership of its Board of Directors and management team.

Faced with the challenge of limited business intelligence in its finances, the Co-Op's President & CEO, Cheryl Phifer turned to 9Gauge to improve strategic planning function.

Challenges

With a revolving Board of Directors, the University Co-Op faces a unique challenge when running its organization:

- **Maintain an informed, yet changing leadership team that can effectively rely on real-time data to define strategy.**

“Our Board consists of a chairman, faculty, and students on two- to four-year terms, and the majority of the Board may not come from the business sector,” acknowledges Phifer.

Their CFO would conduct the financial due-diligence, but the Board was in need of dashboards to turn their vast amount of Sales and Merchandising data into useful actionable insights.

The 9Gauge Advantage

As a result, the 9Gauge team recommended the dashboarding features of Adaptive Insights along with an improved budgeting process.

9Gauge enhanced the Co-Op’s best practices in the financial operations of the business, the Board could focus on better decision-making around the revenue, sales, and expenses of the Co-Op.

Our partnership approach ensured that the Co-Op could make more informed, data-driven decisions. 9Gauge has provided the University Co-Op’s leadership:

- Strategic Financial Advisory deep-diving into their financials for **an improved Budgeting process**
- Dashboard reporting for the Board of Directors to have **a clear understanding of health of the business**
- A Scalable financial system (with Adaptive Insights) customized for **better metrics on merchandise sales**
- A Consulting Business Partner to **offer support and answer any questions** around their data



Results, ROI, and Future Plans

After successfully implementing Adaptive Insights’ industry leading CPM, the Board and management team feel comfort and confidence in the resulting partnership.

“9Gauge has helped us pull together a budgeting process rooted deeper into our organization. Now, we are confident that we looked at every aspect of the business when planning for the coming years.

With Adaptive Insights, we have better insights for our management and buyers – tracking what is sold and understanding the costs,” noted Phifer.

The Austin-based Co-Op continues to utilize 9Gauge as its consulting business partner in its new ventures.

