

Strategy[®]

Breaking the Legacy Barrier

How Industry Leaders Modernize
Business Intelligence (BI)

Start



1. Are you risking your business's future on outdated systems?

For most enterprises, the path to customer insight, market awareness, and competitive advantage is often blocked by the same underlying issue: **systems not designed to handle the demands of modern business**.

According to the whitepaper "[Bridging the Data Gap for AI Readiness](#)", organizations that remain tied to so-called "legacy" systems face four key challenges:

- **Inaccurate, Inconsistent Data:** Legacy systems often lack the robust integration and governance frameworks of modern business intelligence platforms—leading to unreliable data and poor decision-making.
- **Fragmented, Siloed Information:** Obsolete tools keep data trapped in departmental silos, making cross-functional analysis slow, complicated, and incomplete.
- **Inflexible, Outdated Infrastructure:** These older systems can't keep up with the volume, velocity, and variety of modern data—leading instead to "software rot" and increased support costs.
- **Organizational Resistance to Change:** Long-term dependence on traditional tools often creates cultural inertia—where outdated systems reinforce outdated mindsets and slow the adoption of smarter, data-driven strategies.

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"74% of organizations consider data quality as critical or a high priority."

[Data Readiness for Impactful Generative AI, Enterprise Strategy Group, 2025](#)

If left unchecked, these issues don't just hinder operations—they can stall growth, erode agility, and prevent companies from capitalizing on their data.

So, how are companies like **Victoria's Secret, Crate&Barrel, Hilton, and Zebra** breaking free from these limitations to unlock the full potential of their data?

This eBook explores how top organizations are transforming their analytics with cutting-edge, AI-powered business intelligence from Strategy One.

Discover the real-world benefits of modern BI, including faster, data-driven decisions, increased operational efficiency, and stronger impact across every level of the business.



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2. Zebra Technologies

The Challenge

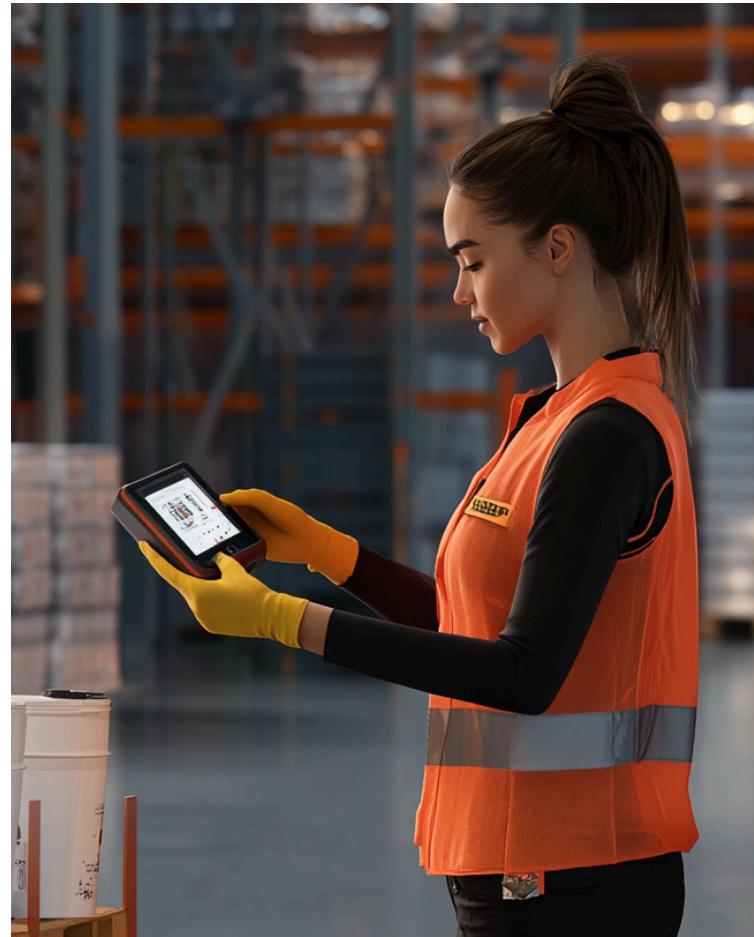
Zebra Technologies needed to replace an outdated legacy system to:

- Equip business leaders and analysts with scalable, self-service access to data
- Establish a predictable, cost-effective structure
- Enhance decision-making and improve customer performance

The Solution

Zebra adopted Strategy One, a cloud-native AI+BI platform that seamlessly integrated with its Workcloud Workforce Optimization Suite. The new embedded solution offered:

- AI-powered, customizable analytics
- Self-service reporting and natural language queries for faster, more targeted insights
- Robust data security through a microservices architecture for seamless upgrades and scalability



About Zebra

Founded in 1969, Zebra Technologies delivers cutting-edge solutions that provide businesses with up-to-the-minute visibility into their operations. With over 8,200 employees, Zebra offers innovations that empower industries such as healthcare, retail, transportation, and manufacturing.

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Impact

From self-service and bursted reporting to natural language interaction with data, Strategy's modern analytics platform has enhanced Zebra's decision-making speed and overall efficiency in several key ways:

- **Operational Efficiency:** Minimized reliance on custom reports, enabling real-time, self-service analytics across teams
- **Increased Customer Satisfaction:** Helped Zebra's clients optimize workforce operations and improve service experiences
- **Improved Decision-Making:** Empowered immediate action by delivering up-to-date insights across the organization



“Switching to Strategy's modern, cloud-native AI + BI platform improved performance for our customers, giving them access to powerful, customized analytics.”

Suresh Menon,
SVP and General Manager, Software and Solutions,
Zebra



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3. Crate&Barrel

The Challenge

Looking to modernize its business environment, Crate&Barrel migrated from SAP's BusinessObjects to Strategy One to:

- Adopt a flexible, scalable analytics platform
- Equip employees with actionable insights
- Boost query performance and efficiency with modern infrastructure

The Solution

Crate&Barrel replaced its legacy system with Strategy One and implemented:

- Self-service reporting, enabling users to access insights without deep technical expertise
- A migration from AS400 to Google Cloud's BigQuery for fast high-volume data processing
- A centralized schema with reusable public objects to cut development time and ensure consistency



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About Crate&Barrel

Crate&Barrel is a lifestyle brand specializing in high-quality furnishings, committed to sustainable, timeless products that appeal across generations. As part of the Otto Group—one of the world's largest online retailers—Crate&Barrel has around 50,000 employees and operates in 30+ countries.

Impact

Crate&Barrel's migration from a limited legacy system to Strategy One's AI+BI platform unlocked new opportunities for innovation:

- **Improved Efficiency:** Reduced 35,000 reports to fewer than 400, focusing on high-value insights
- **Ensured Accessibility:** Enabled 500+ users to access real-time insights via dynamic dashboards and self-service tools
- **Higher Performance:** Boosted query speeds and allowed detailed analysis without heavy data aggregation
- **Increased User Adoption and Engagement:** Change management, training, and stakeholder engagement drove strong adoption and business alignment
- **Unlocked Innovation:** Opened the door to AI and machine learning, paving the way for advanced analytics



“ The self-service capabilities have empowered the organization to build insights and quickly answer questions to explain business performance.”

Anupam Singh,
Senior Director of Enterprise Business Intelligence,
Crate&Barrel

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4. Hilton

The Challenge

To unlock deeper insights and deliver tailored services, Hilton needed a solution that would:

- Consolidate dozens of legacy reporting tools into a single, governed platform
- Standardize thousands of data points across properties, corporate teams, and partners
- Provide accurate, scalable reporting accessible across regions

The Solution

Hilton partnered with Strategy One to build the Hilton Reporting Hub (HRH), a unified reporting solution that:

- Merged fragmented BI systems into one cloud-based environment with single sign-on
- Delivered persona-based dashboards for revenue managers, hotel owners, and corporate teams
- Enabled secure, role-based access with dynamic views by property, portfolio, and user type



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About Hilton

Hilton is a leading global hospitality company, operating over 7,500 properties and serving 200+ million guests annually. With thousands of data points across locations worldwide, Hilton aims to understand its customers more deeply and deliver customer-centric solutions.

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Impact

From streamlining reporting to supporting global operations, Hilton now delivers faster, deeper analytics through:

- **Up-to-Date Dashboards:** Refreshed multiple times daily for operational visibility, performance tracking, and faster decision-making
- **Single Source of Truth:** Replaced inconsistent, duplicative reports with one harmonized platform for all teams
- **Trusted Data at Scale:** Empowered 9,000+ users with accurate insights, scalable performance, and easy onboarding, no VPN required



“ *Strategy One has helped us take all of this explosion of data, structure it effectively, in a way that we can provide it back to frontline team members, business managers, strategy leaders across the company.”*

Chris Silcock,
Executive Vice President & Chief Commercial Officer,
Hilton Worldwide



5. Victoria's Secret

The Challenge

To deliver faster store execution and visual merchandising insights, Victoria's Secret needed to:

- Transform its product database to improve differentiation
- Embed images directly into reporting tools
- Unify product visuals, attributes, and sales data into one accessible experience for store teams

The Solution

Victoria's Secret partnered with Strategy One to build a scalable, user-friendly retail solution featuring:

- Seamless integration with internal image libraries, with no need to re-engineer legacy databases
- A built-in barcode scanner to instantly surface matching product images and key details
- Custom filtering (category, collection, and color), giving teams better agility



About Victoria's Secret

Victoria's Secret is the world's largest intimate specialty retailer, with 1,300+ stores across 70 countries. Offering everything from lingerie and sleepwear to athleisure and fine fragrance, the brand is dedicated to empowering women worldwide.

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“ We use Strategy One to plan our promotions, deliver the best assortment, and ensure that the right product is in the right place at the right time for our customers.”

Carl Baxter,
Senior Manager, Reporting & Analytics
Victoria's Secret



Impact

With a visual-first approach to store operations, Victoria's Secret empowered teams to act faster, with greater clarity and confidence. With Strategy One, the team achieved:

- **Improved Product Identification:** Enabled quick item recognition using embedded images, a critical need in a visual retail environment
- **Greater Efficiency:** Replaced PDF lookups and manual scanning with interactive dashboards, cutting down on errors and training time
- **Enhanced User Experience:** Delivered flexible reporting tools in a single, familiar interface, without changes to existing databases or architecture

6. Unlock Faster, Smarter Decisions with Strategy One

Legacy systems still hold most companies back—Only [23% of organizations](#) have fully integrated data flow across their multiple systems.

But forward-thinking brands like Hilton, Victoria's Secret, Crate&Barrel, and Zebra aren't waiting. They're leading the way in BI innovation and modernization.

With Strategy One, they've centralized data, unlocked AI-powered insights, and equipped teams with fast, reliable, real-time analytics—eliminating silos, bottlenecks, and guesswork.

Strategy One delivers a unified source of truth, an intelligent semantic layer, and a next-gen BI platform built for scale, security, and speed—without the cost or complexity of legacy systems.

No matter your industry, moving beyond outdated infrastructure is no longer optional—it's the foundation for innovation and growth.

Find out how Strategy One helps you move faster, make smarter decisions, and unlock sustainable growth.

Break the legacy barrier—Step Into the next generation of intelligence with [Strategy One](#).

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