

# BUSINESS INTELLIGENCE/DATA WAREHOUSING RATIONALIZATION

Fortune 500 Tobacco Company

## Solution at a Glance

**Industry:** Tobacco

**Challenge:** Over time, multiple, business-unit centric BI/DW solutions had been implemented. These disparate systems could not adequately support Enterprise level decision making.

**Solution:** Rolta TUSC developed and executed a roadmap to consolidate high priority BI/DW platforms to support critical Enterprise level information needs.

**Results:** The time to consolidate and present disparate information to key decision makers was reduced from hours to minutes allowing key personnel to focus on higher value activities. Additionally, platform standardization reduced annual support cost by \$500K.



## The Challenge

Challenged in a market place confined by government regulations, profitable marketing channels completely severed and a dwindling consumer base driven by education and weak economics has pushed this leading consumer products company to think and deliver outside-the-box. Standard BI methods used in delivering information that once worked have now become a hindrance to timely market decisions. Strapped with multiple business intelligence tools, high software maintenance and resource costs, and with over-all confusion on how to get pertinent information to the right people at the right time, it was time for a change.

Historically, business intelligence and data warehouse (BI/DW) initiatives were implemented to meet a particular business unit need. Over time, these silo-built solutions could not support enterprise driven decisions and could not scale to support exponentially growing data. Business users were wasting an increasing amount of time gathering information. Existing reporting solutions were delivered in fixed format on monthly basis or had to be batch run over the course of hours. This is not the foundation for success. This Fortune 500 company needed a business intelligence roadmap designed to better support their corporate strategy. Due to the critical nature of these systems and the business units' dependencies upon them, down-time was not an option during this evolution.

The organization turned to a trusted partner, Rolta TUSC, to develop the roadmap that would guide them in addressing their BI/DW needs in a rational and organized fashion.

## The Approach

Rolta TUSC partnered with the client and began the process of BI/DW rationalization. Using rBix®, our industry proven assessment and consolidation tool-kits, we were able to quickly assess the environment and build a unique roadmap that

aligned the three pillars; BI/DW tools, business information needs and resource support planning.

Delivered via careful planning and consistent communication, four different BI Tools were converted and consolidated into the chosen Oracle BI Enterprise platform. To ensure zero-down time, a key focus in our approach centered on system architecture design, capacity planning and fail-over.

With any change in BI tools, a support model and a resource plan must be tightly integrated. Rolta TUSC developed a training model for the development team and hundreds of end-users to ensure alignment with roll-out schedules.

## The Results

As a result of roadmap definition and execution, Rolta TUSC delivered exceptional results and met the ROI expectations of the client. In today's marketplace as companies continually try to drive more with less, this initiative delivered clear cut results:

- Savings of over \$500K in software maintenance fees in the first year alone
- Reduced the number of reports generated from 3000 MicroStrategy, 200 Business Objects Crystal, and two internally built BI applications to less than 100 Oracle Hyperion Intelligence reports.
- Increased user base and pervasiveness of BI tool by factor of 3 due to decreased complexity, confusion
- Decrease in time spent gathering information from close to an entire day driven down to less than 10 minutes.
- Simplified supporting architecture, hardware costs while reducing security and audit risks surrounding information delivery.
- Allowed key business users to drive new market initiatives and drive organizational growth due to availability of enhanced business information in a more timely fashion.

### ABOUT US

With over 20 years of experience, Rolta TUSC's Business Intelligence/Data Warehousing group works to ensure your technology systems meet your business needs. We view performance and quality from the perspective of your business goals, not just the technical implementation, and devise and execute BI/DW strategies so those goals are met as efficiently as possible.