

# DATA WAREHOUSING CASE STUDY

## Correlating Data Across the Business

### Client's Problem:

- Data is not consolidated and its structure not suitable to user requirements
- Reporting process is slow
- Essential business data can't be extracted from the current computing structure
- Report distribution is handled manually

### Client's Requirement:

- Reports to be generated automatically
- Reports distribution via web interface
- Simplified generation of new reports
- Source data to be ingested from client's MagnaQuest ERP system
- Minimal demand on current systems

### Solution:

Following detailed scrutiny of the requirements, OpenSys proposed and implemented a classic three layer data warehouse (DWH), utilizing CloverETL as an ETL and data transformation tool.

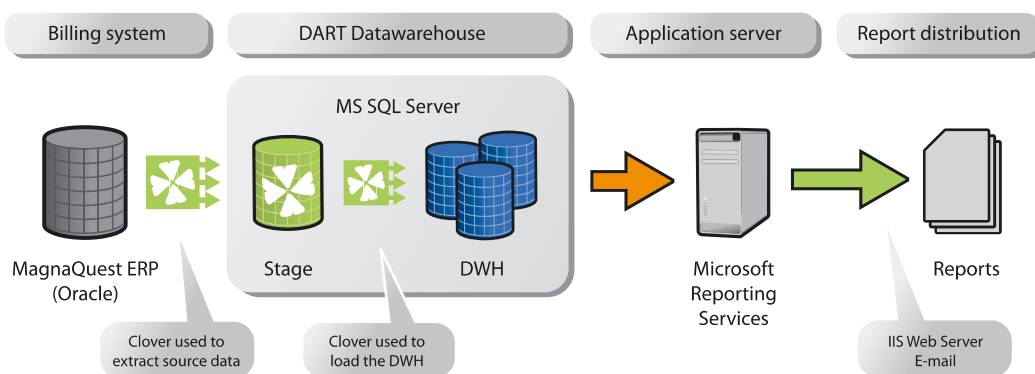
#### Data Warehouse Facts:

- Based on Microsoft SQL Server 2005 with integrated Reporting Services
- Data extracted from MagnaQuest ERP system (based on Oracle 10g Enterprise Edition)
- Filled once a day during off-peak hours from stage area (one-to-one copy of source system)
- Consists of 4 fact tables and 12 dimensional tables containing data for 21 various reports

#### CloverETL Performance Facts:

- 17 transformation graphs (typical operations include sort, look-up, and join)
- Overall duration of single day feed approximately 30 minutes, 3.75 million records / 700 MB

### Data Analysis and Reporting Tool

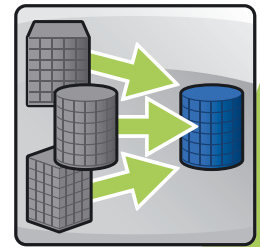


#### CloverETL Benefits:

- CloverETL allows visual development of complex data transformations (e.g. templates for Slowly Changing Dimensions ) which shortens development time
- Self documented, easily understandable and maintainable data transformations allow rapid accommodation of changes in business processes
- CloverETL implements workflow (job dependencies, scheduling) facilitating full automation of data processing
- Enterprise monitoring tools (tracking volume of processed data, automatic notification about processing events) help to reduce system downtimes

#### Business Benefits:

- Brings complex business overview
- Powerful platform for decision making process
- Simple and convenient access to aggregate business data
- Reports automatically distributed via various means (web interface, e-mail, etc.)
- Efficient targeting of marketing activities



**Major international satellite TV service provider with over 100,000 subscribers in more than 20 countries came to Javlin Inc. with following problem:**

As the number of subscribers grew and the choice of consumer packages increased, obtaining detailed marketing reports became nearly impossible. Manually created static reports weren't sufficient for major marketing decisions. This fact resulted in reduced operational activity and slowed down decision-making process. Moreover, the company's computing structure proved incapable of handling even regular reporting requirements, let alone responding to the need for detailed analysis.

Better business analysis together with improved forecasting called for a new business intelligence platform. Acquired detailed drill-down analysis was to be distributed automatically to appropriate employees.

After comprehensive scrutiny of client's systems and requirements, OpenSys proposed to develop software system and reporting tool, which was later nicknamed DART (Data Analysis and Reporting Tool). This tool is featuring powerful options to create detailed dynamic or static reports with drill-down capabilities and analytical web-based interface, which allows its users to effortlessly reach desired business information.

The company now benefits from powerful data warehousing solution that is providing aggregate data for reports delivered to users automatically via e-mail. This collection of data allows our client to accomplish a more proactive marketing effort. It is now possible to explore in detail the impact of new initiatives, product packages and subscription plans.

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