

Reporting and Planning Departments of Beverage Giant Pernod Ricard Benefit from TIMETOACT's Business Intelligence Solution



Pernod Ricard

Client

Pernod Ricard

Region

Germany

Industry

Food & Beverage

Department

Finance, IT

Solution

Data Warehouse, Business Intelligence (Reporting, Data Analytics), and Enterprise Planning

System environment

Qlik, Jedox, Talend, JD Edwards EnterpriseOne, Salesforce

Executive Summary

To create an efficient Business Intelligence platform, you first need a good concept. TIMETOACT conceptualized and implemented a well thought-out data warehouse (DW). They optimized data flows and enterprise planning and replaced an outdated reporting front-end. In short, TIMETOACT created a powerful Reporting and Planning solution.

Data-Warehouse creates company-wide common denominator

TIMETOACT developed and implemented a multi-layered data warehouse concept as the core of its re-imagined Business Intelligence architecture, tailored to the exact requirements of Pernod Ricard.

The data warehouse combines data from various systems, then cleanses and prepares it for further processing. Departments, such as Finance, can access data using standardized reports as well as ad-hoc analysis allowing management always to be up-to-date on the latest developments.

Redeveloped Data Logistics drives better Performance

The main requirement of a good Business Intelligence system is that users can trust the output. During the course of the redevelopment TIMETOACT specifically focused on data logistics. They implemented the Enterprise Data Integration solution from Talend, a US Big Data integration software vendor.

This application automatically allows all the necessary data from downstream systems like JD Edwards' EnterpriseOne or Salesforce.com to be loaded into the redeveloped DW. A following comprehensive validation process increases data quality within the DW as well as all connected systems.

The ETL-Process (Extract, Transform, Load) is displayed and managed via an intuitive graphical user interface, enabling a transparent data exchange. The redeveloped data logistics concept brings about many different advantages for Pernod Ricard, especially relating to maintenance, future development and error analysis while changes and adjustments can rapidly be implemented. Simon Hopkins, IT Manager, Pernod Ricard Deutschland GmbH:

“TIMETOACT's Data Logistics Solution is very powerful, which is crucial for us as market leader. The data load used to take the entire night, today, it's only a fraction of that, even though the scope and complexity have increased significantly.”



Partner: TIMETOACT GROUP

www.timetoact-group.com

TIMETOACT GROUP provides professional services for IBM Software, Microsoft, Google Software, other Partners and open standards. The group includes the companies edcom, BLUETRADE, CLOUDPILOTS, novaCapta, TIMETOACT and X-INTEGRATE. Founded in 1998, 240 employees are now working at TIMETOACT GROUP which is located in seven locations in Germany and sales locations in Austria, Switzerland and the Netherlands.

User-friendly Reporting and Analysis via QlikView

The incumbent reporting solution was replaced with QlikView as part of the optimization effort. All existing reports were revised. The navigation within the reporting tool was overhauled and tailored to the specific requirements of each department. Simon Hopkins emphasizes:

“The new and improved interface is very popular – our employees find it very intuitive and user-friendly.”

Planning with Jedox

Pernod Ricard uses Jedox Planning as the primary system for all planning processes. The system, which had grown over the years, was updated and optimized as part of the overall project. Redundancies and inconsistencies within the data were identified and corrected. Jedox is seamlessly integrated into the new architecture, allowing the most up-to-date budget numbers to automatically be written to the DW. Furthermore, today the Finance team is even less dependent on the IT department, as they can easily access data from the DW and create their own reports on demand.

Successful expansion of BI solution to global sites

The new DW, Reporting and Planning solution developed in Germany, was rolled out to other regions within the Pernod Ricard Group. Harmonizing the Business Intelligence landscape saves licensing costs and decreases development costs, all without having to forgo the expandability and necessary fine-tuning of country-specific needs.

Background

As a subsidiary of the international Pernod Ricard Group, Pernod Ricard Germany GmbH was using corporate legacy reporting. Originally, the solution was developed for a different business unit within the Group. In the mean time it also failed to satisfy growing requirements. The data logistics concept using the existing ETL-Tool (Extract, Transform, Load) was very time- and resource-intensive. Processes were nontransparent and inflexible and data quality was unacceptable.

Solution

TIMETOACT developed an all encompassing Business Intelligence concept, with fully redeveloped data logistics, a data warehouse as a “Single Point of Truth” as well as newly conceptualized enterprise planning and standardized reporting.

Outcome

Pernod Ricard Germany’s entire Reporting and Planning is more transparent, more insightful and more agile than ever before. The data warehouse centrally holds all data points, calculation steps and corresponding definitions. When the DW is accessed by various downstream systems, there is a unified view and one version of the truth.

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