

Success Story

Sales and Financial Data Marts for top Food Products and Beverage Company

About the Client: The customer is the global market leader in Food Products and Beverages business. They have a large presence in the Gulf market and had their regional IT headquarters at Lebanon where they received the sales and financial data from their factories in UAE, Saudi Arabia, Bahrain, Egypt and distribution channels in all the GCC and Levant countries. They wanted to consolidate all the data into a central warehouse/ repository.

Challenges:

- The customer had evaluated products and had shortlisted Oracle among other vendors. Since Oracle did not implement their Data Warehouse and Datamart solutions themselves in the Middle East, the customer had to approach partners to implement the same.
- We did not have a local office in the Middle East and the entire team in Business Intelligence was located in India.
- The customer had a huge database and hundreds of thousands of sales transactions were created every day.
- The customer wanted a solution offering views of summarized Metadata as well as Drill down features to access transaction data.
- Customer also wanted Ad Hoc reporting features to generate analyses such as best performing region/ country/ distribution partner, seasonal variations in sales, financial reports etc.

Solution:

- We implemented Oracle Sales Analyzer and Oracle Financial Analyzer along with Oracle Express Objects which helped create the Datamarts.
- We designed sophisticated Dashboards for their heads and created Ad Hoc reports and What If functionality for Business Forecasting.
- The customer was provided with Summarized views Metadata as well as Drill Down features desired.
- The solution was then rolled out in other countries in the Middle East

Result:

The customer was very happy because they started getting the desired reports and benefitted from the data marts.

After successful completion of the project, the customer also used our services for implementation of Oracle Applications replacing an obsolete ERP solution. This resulted in the customer becoming a 'million dollar account' and a long term association.