

Major Pharmaceutical Firm

This organisation is a world leader in medical diagnostics and in life sciences.

The Business Issue

This organisation runs a major data warehouse built upon Oracle 8i. The company requires complex analytics and reporting to be made upon the data held in this data warehouse.

The customer had its Head Office in the UK but has major operations in Norway, Sweden and the US as well as operating in many other countries throughout the world. Access to this data is required by analysts throughout the organisation and therefore the systems have to be available for as long as possible.

The company needs to report sales revenue, sales volumes, sales forecast and budget, product pricing and costing, and technical product details on a monthly basis.

The Solution

The Rockport team in conjunction with the client's requirements have built a number of dependent Express based data marts based upon data from the data warehouse. These data marts are accessed using Oracle Sales Analyzer (OSA), a powerful analytical tool that provides fast data aggregation and analysis and OLAP capabilities of modelling, forecasting, graphical display, statistical analysis, exception and ranked queries for effective viewing of large volumes of data.

These data marts have been built to satisfy the focused analysis and reporting requirements of distinct sets of users, so reducing the complexity of the analytical environment for these users and also removing the need for these users to connect directly to the data warehouse.

The Rockport team also assists in the maintenance of these data marts and of the Express RAM/OSA system running against the data warehouse.

The Benefits

The data warehouse and data marts allow the customer to "manage the business" rather than "manage the data". Users can analyse data for each product, geographical location and sales organisation using OSA, allowing the identification and leverage of the business information hidden in the data. Although a large proportion of the users only use standard reports, OSA has all the functionality needed by the company's power users to support budget revisions, forecast amendments, and the development of medium- and long-term business plans.

The ability of the RAM system, which drills down into the data warehouse to provide users with a direct route to the detailed information as they require it, means that users are not restricted if they need to access lower level data than that available from the more heavily used data marts. The availability of information and the ability to use OSA to turn this information into knowledge allows the company to base strategic business decisions on real-time facts.