

DATAVIRTUALITY OPTIMIZES BUSINESS PROCESSES THROUGH VIRTUALIZATION



“With DataVirtuality we are capable of linking data from different systems straightforwardly and inexpensively and thereby significantly increasing the information transparency processes throughout the company. This has given us the opportunity to improve the product availability as well as the post-ordering process, and also optimize the communication with our suppliers as well as adapt the product range even more closely to the customer needs.”

Christian Gleichmann, Head of Marketing eCommerce, KP Family International GmbH

Babyartikel.de has become one of the largest online stores for baby items and supplies in the eCommerce business.

LINKING ALL SYSTEMS = GREATER TRANSPARENCY

KP Family provides customers with highest quality and appealing baby items and supplies. It thrives on going the extra mile by not only adapting to its customers' needs, but also by ensuring that the orders arrive at their customers' homes lightning fast. Thus, to ensure that a package is never late, accurate observation and continuous optimization of all the business processes is required. In order to achieve this, a huge volume of data from all orders must be linked together. This has been a challenge for the company as the data originates from different systems such as KP Family's backend architecture, an eCommerce system (Hybris), as well as a mail order software (pixi). In addition, it also utilizes emarsys, an online marketing suite, Fact-Finder, an eCommerce search and navigation platform, as well as a product recommendation and rating solution. *“With the continuous expansion of our online store, our former Excel-based methods, coupled with a good dose of intuition, have been pushed to their limits – as much in terms of time consumption as in the flexibility and depth of information that we require,”* explains Christian Gleichmann, eCommerce Marketing Director of KP Family International GmbH.

LOGICAL DATA WAREHOUSE AS THE LOGICAL SOLUTION

To manage the different and numerous data systems for optimal distribution, KP Family sought an IT solution that would allow for flexibility with consolidating data for analytical and planning relating purposes. Specifically, KP Family wanted a data warehouse solution that would provide a rapid and



AT A GLANCE

Babyartikel.de

Onlineshop for baby items and supplies
www.babyartikel.de

Industry:

Retail

Departments:

eCommerce, Marketing, Distribution

Challenges:

- Heterogeneous database landscape
- Scaling the data volume
- Lack of possibilities to connect the data for analysis

Solution:

Implementation of DataVirtuality as a central data warehouse solution in combination with Tableau as a BI tool.

Benefits:

- Fast implementation of the product
- Automated connection of all data sources
- More efficient use of source systems performance through intelligent pre structuring
- Direct transfer of data to connected BI tool

System environment:

Databases: SQL-Server, MySQL

Webservices: Hybris, pixi, FACT, Google Analytics

BI tool: Tableau

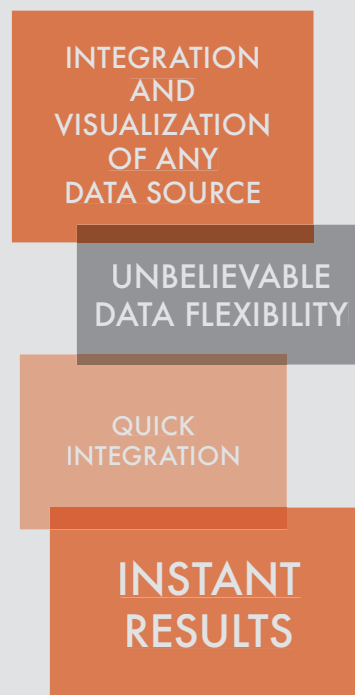
simple implementation of the software, the ability to accommodate links to additional relational and non-relational data sources and a flexible, cost-effective and safe investment. Thus, DataVirtuality proved to be the perfect solution as its Logical Data Warehouse supersedes the benefits of a traditional data warehouse service.

DATAVIRTUALITY – FIRST ANALYZE THEN INTEGRATE

DataVirtuality's virtualization capabilities enabled babyartikel.de to start right away with their analyzes. After all data sources such as Excel, MySQL and Google Analytics were connected all data were instantly available for analysis and visualization in Tableau. When using Tableau, DataVirtuality learns from user queries and optimizes data structure thereby speeding the performance of the connected systems. Once KP Family implemented this new platform, which was fully functioning in just two weeks, Gleichmann was highly impressed by not only the software, but also by its service and support. *"The customer service is truly excellent - DataVirtuality contacts us regularly to make sure that everything is working as it should. Support requests are dealt with promptly."*

FLEXIBILITY AND POWER OF DATAVIRTUALITY

"We see DataVirtuality as the perfect tool for mapping business logics", Gleichmann sums up. Information on orders that have not yet been processed can be retrieved instantly. The added flexibility of DataVirtuality allows for sorting such information by specific criteria, such as manufacturer, item, and so on. The reordering process is now also optimized. Customers can re-order previously purchased items immediately on an ad hoc basis. Items now are available more quickly and their dispatch can be analyzed in greater detail. The linking of the different systems provides KP Family with detailed information from the warehouse, suppliers and customers. The company is able to assess the success of the business through precise detailed information on any given system. As of 2014, KP Family was able to slash its total logistics costs by ten percent and reduced the number of partial deliveries dispatched. Thanks to the comprehensive data processing and data analysis from DataVirtuality, the postsales department can use the linked up data to verify whether or not a logistics partner has kept



to the agreed delivery time or not. Considering that customer satisfaction is the number one priority of KP Family, the predictability of any occurrence that might lead to a slightly less satisfied user-experience can now be averted. *"Using DataVirtuality means that we can make considerably better use of our data systems. The transparency of information is also significantly higher. Decision making is no longer based on intuition, but driven by data and is therefore well-founded,"* concludes Gleichmann.

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