GAINING SUSTAINABLE ADVANTAGE BY KNOWING ALL RELEVANT DATA

„In datavirtuality we have finally found the one, central data warehouse solution that meets all our requirements. We can access all relevant data and connect new data sources ourselves in a few minutes without having to go to our IT department. The analyses using datavirtuality are not just considerably faster, but have also becomeconsiderably more powerful. And the best part is: Due to the lower administration required, you almost don'tnotice the solution."

Tobias Helm, Head of BI and Finance, windeln.de

E-COMMERCE REQUIRES EFFICIENCY

The e-commerce market will grow by 21.3% in 2013, according to the German Federation of Mail Order Companies (BVH). But that also means continuous competitive pressures. Weak margins, the issue of integrating the supply chain with different service providers, and the special requirements of very quickly growing organizations are the typical challenges in this sector. Bringing together diverse internal and external data sources in an efficient IT organization becomes the most important success factor for enterprises in this sector.

MORE BABY PRODUCTS, MORE DATA

This also applies to windeln.de as an e-commerce company. Based on the company's own information, it is the biggest online shop for baby products. The product range comprises more than 30,000 articles and about 500 brands. The company has to automatically manage about 60,000 stock-keeping units (SKUs) in 76 categories, a task that demands maximum data transparency and data integration. It is also a reason why the Business Intelligence and Finance areas belong together at windeln.de.

TRADITIONAL DATA WAREHOUSE TOO TIME CONSUMING

Tobias Helm, head of Business Intelligence and Finance at windeln.de describes the challenge for the company. "When we wanted to analyze short-term changes in our web shop prior to this using our traditional data warehouse, we had to first go to the IT department, which then 'shoveled over' the data manually into our BI systems. That was very time consuming and used up valuable developer time.

AT A GLANCE

windeln.de
Germany's biggest online shop for everyday baby products
www.windeln.de
www.windelbar.de

Industry
Retail

Departments
BI, Finance, Controlling

Challenges
- Heterogenous database landscape
- Integration of mongoDB and Web Analytics required in the analysis
- Direct access to all relevant internal and external data sources

Solution
Implementation of datavirtuality as a central data warehouse solution

Benefits
- Unification of all data sources
- Independent analysis of all data sources without having to engage the IT department
- Automated connection of new data sources in only 10 minutes
- Clear increase in the speed of analysis and improvement in analysis quality

System environment
Databases: PostgreSQL, in-house development
Webservices: Google Analytics, Google AdWords, salesforce.com
Frontends: Tableau, Excel, Power Pivot, R

ALL DATA SOURCES IN ONE SYSTEM

When the company completely redid its database landscape in 2012 and introduced mongoDB, it also looked for a new and efficient data warehouse, searching for a solution that would bring together the then 14 diverse data sources into one system, that would provide transparency for the approximately 7,000 tables, and that can be used directly by the individual employee without having to go through IT.

DATA MODEL AUTOMATICALLY CREATED

After a selection process, windeln.de decided on datavirtuality as its data warehouse solution, because the solution best meets these requirements. „Using datavirtuality, I don't have to think about how to set up the data model, or think about what data I have to connect, and how. The software does that for me, thanks to its automation," says Helm.

IMPLEMENTATION WITHIN 2 DAYS

The low administrative effort required proved itself from the very beginning: The solution was fully implemented after only two days, and initial analyses and optimizations were carried out directly after the installation. „Being able to work productively right away is a big advantage for us compared to the usual month-long implementation times of traditional data warehouse projects," says Helm.

10 MINUTES PER DATA SOURCE

Tobias Helm is particularly impressed by how easy it is to connect new data sources with datavirtuality: "I did it in under ten minutes." This applies to external sources like DHL Track & Trace and Google Analytics and AdWords, alongside mongoDB, which can easily all be connected to datavirtuality by entering an IP address. APIs can also be quickly integrated and can be called by SQL. All calculations for doing so run in the background and the self-learning software continually optimizes them. Productive systems are thus not burdened.

AN "INVISIBLE" SOLUTION

Helm's conclusion: "With data virtuality, we have gained much more transparency over our business and we see exactly what the decisive areas are for other improvements. But the best thing about datavirtuality is that I barely notice the solution, due to the low administrative effort required."

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INTEGRATION
AND
VISUALIZATION
OF ANY
DATA SOURCE

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data
virtuality | any data.
any system.
any time.