



# Major Consumer Packaged Goods Firm

## Enterprise Data Integration and Information Management

### Objective

A leader in disposable plastic, paper and foam goods, purchased a major competitor, more than doubling their size and making them the largest company in the industry. With leading market share, the combined companies had the ability to offer a more diverse product line to their customer base.

The executive management needed a consistent approach for evaluating the progress of the merger and tracking customers and product lines across all of the domestic and international divisions. With each business using different processes, housing disparate data, and having varying degrees of reporting capabilities, the challenge to effective report and analyze data is significant. The client needed a strategic plan to integrate, consolidate and leverage their information to put them on a fast-track to evaluating and measuring the results of the combined businesses.

### Solution

CBIG's solution was a three pronged approach;

1. Top-down, to identify and formulate a strategy for executives to evaluate the business, allowing them to make daily real business decisions by developing a solution that would take months, not years, to implement
2. Assess the reporting capabilities across all the businesses to create standardized toolsets without removing existing functionality
3. Bottom-up to integrate and re-architect the data to eliminate duplicate customer and product information across businesses to create a single view.

CBIG interviewed the executives to identify what information the company needed for an executive dashboard to improve their understanding of sales, marketing and finance as the companies integrate. CBIG's Enterprise Information Management Plan (EIM) gave the client the ability to achieve faster, more accurate analysis through dashboards, portals and intelligent alerts based on metric thresholds, and web based, interactive reports.

CBIG assessed the architecture and toolsets across all businesses and developed new standardized reporting capabilities that encompass all the current reporting features. CBIG worked with the users to understand their needs and expectations, helped them understand the value of integrating the data, and provided training on the new reporting tools and processes.

Our bottom-up approach included designing new processes and architecture to integrate quickly the data without integrating every system. The new architecture creates a standardized reporting hierarchy which rolls up all sales, customer, product and vendor data to master files, enabling a consistent view across businesses.

### Customer Profile

The client is a Chicago based container and packaging manufacturer.

### Business Situation

Following an major acquisition, the client needed to integrate data across businesses to analyze customer, sales, products, and vendor metrics accurately as well as build additional business intelligence capability including portals, executive dashboards and ad hoc reporting.

### Technology

Oracle 9i  
Business Objects  
Data Integrator  
webMethods  
Actuate

### CBIG Corporate Overview

Business intelligence and data warehousing are all we do. CBIG offers a full range of services and software targeted at your Business Intelligence environment. Whether you are implementing a data warehouse, a data mart, or need help realizing value from a project already completed, we can help. At the heart of our practice is TruCourse™, our integrated methodology, and FrogPoint™, our BI program management software.